Advertising Age

June 28, 1984

100 Leading Media Companies

The leading U.S. media companies are profiled and ranked by 1983 revenues. Company profiles include recent personnel changes and complete media property listings. Also included are charts featuring the leaders' revenue breakdowns by medium, listings of cable properties and numbers of subscribers, magazine and newspaper circulation, broadcast properties and acquisitions and divestitures by the media companies. Indexes to the profiles and the charts also appear on Page 16.

100
LEADING
MEDIA
COMPANIES
1 9 8 4
EDITION

Profile issues coordinator: Craig Endicott
Cover graphics: Bob Simmons
USA Today weather map on Page 10 reprinted by permission

To our readers

Becky Petersen, who worked hard and long proofreading on this 100 leading media companies issue, does not remember her dreams unless they are about the 100 media companies. The evening after she prepared the acquisitions chart on Page 48 of this issue, she awoke with a start, beads of sweat rolling down her face and a message on her lips. "Cake Media Co., I forgot Cake!" she exclaimed in a panic.

Cake, in that early-morning context, came alphabetically on the acquisitions chart between Cahners Publishing Co. and Capital Cities Communications Corp. And Becky had forgotten it! She did not remember what media property Cake had bought, or the price paid, she only knew it left a bad taste in her mouth.

Becky's shattered slumber is something most of us have experienced in putting together this issue. It becomes a burglar prying his way into your midnight reverie, forcing you to answer imponderable questions at various stages of the issue's production:

"Hey, SONny," the intruder says, "you DID remember to work from the net operating rather than the gross revenues of *Peanut PlanterWorld*?

"You DID remember to subtract contract printing from the total newspaper operating revenues segmented by the company in its annual report? And don't forget that Media General sweetens its broadcast segment by lumping ad sales from its ad rep into the advertising generated by its seven o&o tv stations.

"Surely you didn't forget to add this acquisition and that. The media property lineups from year to year are like apples and oranges.

"Was Nielsen or Arbitron checked to determine a tv property's standing in the local market? And did you figure in the over-all market growth in broadcasting since the FCC stopped doing that in 1980, and check the station's ranking for 1980 before estimating its revenues in 1983? Come on now?

"Has the price per issue of the daily newspaper gone up in Newspaperville, and did you work in a discount on circulation revenues because independent carriers carry the delivery burdens in that market?

"If you know the gross and the advertising increase given by the company, how are you going to arrive at net operating revenues? Try asking the company?

"How many cable subs were there at the first of the year and how many at the end, and what was the paid subscriber figure, and how much of the paid goes into company coffers?

"Finally, what is media anyway? Is media that new Call-It service in which a 'subscriber' pays a per-call fee for each sports score, Bible quote or daily joke he or she gets by calling the service updated hourly by Lee Enterprises?"

It's enough to lose sleep over.

Craig Endicott
Profile issues editor

Letters

Tribute to Shaw

I thoroughly enjoyed James Brady's column "The old lion" (June 7), the tribute to Irwin Shaw.

As a young veteran of World War II, I enrolled in college in 1946. Two years later, I played the chief protagonist in Irwin Shaw's "Bury the Dead." Since that time I think I've read just about everything that he had published.

Mr. Brady's tribute was one of the best that I have read, and I thank him.

Edwin J. Lasko
Executive vp/general manager
Cedar Rapids Television Co.
KCRG TV 9
Cedar Rapids, Ia.

Brady on D-Day

I rarely write letters of this kind. There never seems to be enough time. However, James Brady's column, "Forty years after" (May 24), is one of the finest I've read. I have always admired his command of the language and his ability to use words economically without sacrificing proper explanation.

I missed the war, barely, but wound up in Korea shortly thereafter. World War II, however, has been a focus of mine for 20 years. I read all that I can about it, and my memories of it are vivid, because I was an impressionable young teen ager when it all took place. I wrote V-Mail to my next door neighbor for five years, for instance, as he fought through North Africa, Sicily, etc.

Robert J. Leary
Senior vp
Kenyon & Eckhardt
Boston

The British did not flee

As an ex-RAF pilot who "flew the beaches" on D-Day, I compliment James Brady on his sensitive review of the events of June 6, 1944, and thereafter. His column is good reporting.

It contains, however, one major error that should not pass without correction. Mr. Brady notes that subsequent to the fall of France, "the British fled." Every historical review of that period testifies to the fact that the British forces most assuredly did not flee.

As a direct result of the perfidious capitulation of Belgium and France, the British forces were placed in a battlefield situation from which only a retreat and later regrouping would avert defeat and the loss of thousands of lives.

Far from fleeing, or "running away," the retreat to the French coast was handled in a masterly fashion and the exodus by sea is one of military history's great accomplishments.

The thousands of lives that were saved then returned to France on D-Day, and many still lie there. The British did not run away, and a thousand years of military history gives validity to the fact that fleeing from an enemy plays no part in the British code of military conduct.

Frank L. Chipperfield
R.A.F. D.F.C.
Mango Co.
St. Louis

Snack food or junk food?

The article, " 'Snack food' or 'junk food' " (Olympics coverage, May 17), contains misinformation the Chocolate Manufacturers Assn. wants to correct.

The article quotes a "disgruntled" Olympic observer who suggests that peanut chocolate confections, the official snack food of the Olympics, should be labeled the "official Olympic junk food."

Definitions of "junk food" are at best tenuous and designed more to inflame than inform. A snack with substantive nutritional value would not be judged as "junk food" by those trained in nutritional science. For example, the U.S. Dept. of Agriculture's "competitive foods" rule for schools states that foods containing 5% or more of the recommended daily allowance (RDA) of any one of eight selected nutrients (protein, vitamins A and C, thiamin, riboflavin, niacin, calcium and iron) are not considered food of "minimum nutritional value."

Milk chocolate and milk chocolate with peanuts surpass the 5% level for three different nutrients—protein, riboflavin and calcium. Following the standards set by the USDA for competitive foods, milk chocolate products cannot be considered of "minimal nutritional value."

Richard T. O'Connell
President
Chocolate Manufacturers Assn.
McLean, Va.

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100 Leading Media Companies report
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Leaders busy buying and selling in 1983

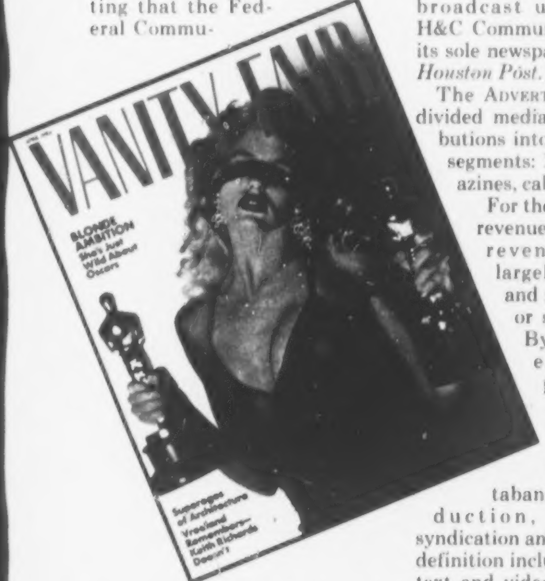
Product realignment marked 1983 for the top 100 media companies in the U.S. ranked by Advertising Age as media units jumped from one to the other like a game of musical chairs.

Fifty of the 100 largest media companies were buyers and 35 were sellers in this reshuffling of properties that propelled some to greater heights on the charts and pushed others beneath the cutoff point of $77.5 million in revenues, up from 1982's $67 million for No. 100.

In the fourth annual ranking of media companies, No. 1 ABC, No. 2 CBS, No. 3 Time Inc. and No. 4 RCA Corp. (NBC) retained their rankings from the previous year. Advance Publications (S.I. Newhouse) jumped from No. 7 to No. 5, pushing Gannett Co. down a notch to No. 6 and Times Mirror Co. from No. 6 to No. 7. Knight-Ridder Newspapers held firm at No. 8. Tribune Co., in grabbing the No. 9 spot, exchanged places with Hearst Corp., No. 10.

The causes of 1983's acquisition-divestiture mania were many. For one, a substantial growth in media revenues for the 100—$41.75 billion, up 14% from 1982—meant more cash on hand to play the market.

Traders in broadcast units are in a frenzy to hook the most desirable properties, betting that the Federal Communications Commission soon may lift its regulations limiting the number of properties in group ownership. When and if that occurs, the market will turn into more of a seller's market than it already is.



Troubled times in 1983 beset Vanity Fair, *which had sparse ad revenues and its third editor by January, 1984.*

Wall Street's latest fad—the leveraged buyout—had media companies writing about their own sale. Leveraged buyouts, defined as the purchase of a company by a group of investors and financed mainly by borrowing against the assets of the company with company returns used to retire the debt—made bedfellows of investment bankers and media top management who thought their properties were undervalued on Wall Street and thus vulnerable to hostile takeovers.

Broadcast companies were particularly vulnerable to this new ownership craze. Wometco Enterprises (No. 55), Golden West Television (No. 68) and Metromedia (No. 24) were buyout victims, while Multimedia is rumored as a "possible" for 1984. Newspaper giant Harte-Hanks Communications (No. 28) is reverting back to the Harte and Hanks families of Texas in a leveraged buyout, but the buyout remains a point of confusion in San Antonio: "Why, we're still wondering what that's [leveraged buyout] all about down here," a company contact says.

A number of properties exchanged involved whole media segments, countering the trend toward diversification shared by most of the 100 (24 of the companies, however, remain single media companies). General Electric (No. 78) and Dun & Bradstreet Corp. (No. 18) sold their broadcast units, and H&C Communications divested its sole newspaper property, the *Houston Post.*

The Advertising Age survey divided media company contributions into four main media segments: Newspapers, magazines, cable and broadcast.

For the most part, media revenues were defined as revenues generated largely by advertising and regular circulation or subscription fees. By definition, this eliminated book publishing and directory generation, ad rep activity, job printing, computer databanks, software production, and program syndication and production. The definition included the new teletext and videotex ventures and electronic newsletters among the battery of rapidly emerging nontraditional media offerings.

Newspaper revenues continued to dominate the 100 media company activity in 1983, contributing 39%, or $16.39 billion, of the total media revenue take. Newspaper revenues represented the smallest year-to-year revenue increase of the four media segments—11.6% over 1982.

Besides the dramatic shifts among newspaper properties affecting Maclean Hunter Communications (from No. 95 to No. 80), now part owner of the *Houston Post*, and News America Publishing (No. 30) through its acquisition of the *Chicago Sun-Times*, newspaper companies continued their evolutionary tendency of either closing evening papers, merging them with their morning sister papers, or shifting to morning distribution entirely. The most attractive acquisitions, and certainly the most available, were the small dailies or weeklies. Twenty-one small dailies were purchased by the 100 leading media companies.

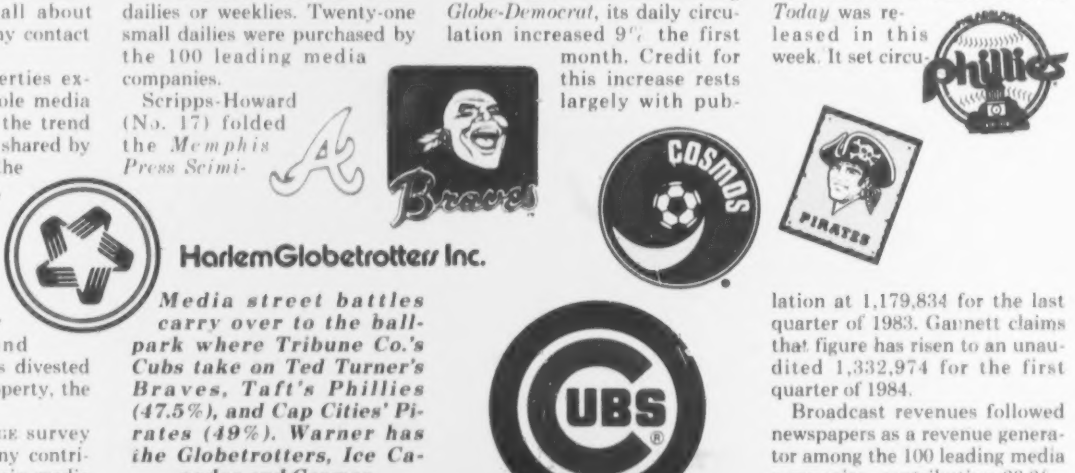
100 LEADING MEDIA COMPANIES
1984 EDITION

Scripps-Howard (No. 17) folded the *Memphis Press Scimitar*, leaving its *Commercial Appeal* the only paper in town. The *Press Scimitar* in 10 years had dropped from 127,000 circulation to 80,000, almost the numbers experienced the past 20 years by the *Oklahoma City Times*, which owner Oklahoma Publishing Co. (No. 27) folded into the morning *Daily Oklahoman.*

Initial circulation losses of 10% were recorded by both the merged products, a figure not considered excessive in such a move. A 12% slide in circulation was recorded when the Post-Intelligencer was merged into the *Seattle Times* under a joint operating agreement.

However, when Pulitzer Publishing Co. (No. 42) moved its St. Louis Post-Dispatch from evening to morning largely to attract readers from the morning *Globe-Democrat*, its daily circulation increased 9% the first month. Credit for this increase rests largely with publishing problems at the *Globe*, which was sold by Advance Publications (No. 5) to Jeffrey Gluck early in 1983. A move to a morning property by the Post-Dispatch also was seen as an effort to pull in more of the St. Louis County market where much of the wealth is, but that is dominated by weeklies such as the Suburban Newspapers of Greater St. Louis, purchased for $80 million by Ingersoll Publications Co. (No. 74).

The persistent presence of Gannett Co.'s (No. 6) *USA Today* continues to push local competition to new graphic heights. Houston Chronicle Publishing Co. (No. 51) and Dispatch Printing Co. (No. 67) papers have gone through makeup changes admittedly influenced by the Gannett paper. The first ABC audit of *USA Today* was released in this week. It set circulation at 1,179,834 for the last quarter of 1983. Gannett claims that figure has risen to an unaudited 1,332,974 for the first quarter of 1984.



Media street battles carry over to the ballpark where Tribune Co.'s Cubs take on Ted Turner's Braves, Taft's Phillies (47.5%), and Cap Cities' Pirates (49%). Warner has the Globetrotters, Ice Capades and Cosmos.

Broadcast revenues followed newspapers as a revenue generator among the 100 leading media companies, contributing 28.8%, or $12.08 billion, of total media revenues. Broadcast revenues represented a 13.7% increase over 1982.

The comment, "We want our complement [of broadcast properties], whatever it may be," by Scripps-Howard (No. 17) broadcast unit president Donald L. Perris, sums up the rush to acquire tv and radio stations. That statement was delivered after Scripps-Howard purchased KNXV-TV, Phoenix, for a group mix of seven tv, three am and four fm stations, putting it closer to the 7-7-7 mix permitted under federal law. It was echoed by Joe M. Dealey, chairman of A.H. Belo Corp. (No. 41), soon after his Dallas-based company bought four tv stations from Dun & Bradstreet.

Speculation on the lifting of the 7-7-7 rule has led to a flow of broadcast properties between the 100 leading media companies, 22 of which were buyers and 22 sellers during the year. Media companies acted as though they were "strangled" by the FCC restrictions as they bought properties in working toward the 7-7-7 ceiling and spun off properties as they exceeded the limit in a frenzy of product upgrading.

Belo, which exceeded the FCC limit for tv with the D&B acquisitions, picked over the litter before spinning off two longtime Belo tv stations to Freedom

(Continued on Page 10)

Courtesy Tri-Star Pictures

Robert Redford, with his Wonderboy slammer, got "base knocks" for media companies Time Inc. (through HBO) and CBS in the film "The Natural," produced by Tri-Star Pictures, a joint venture of the two and Columbia Pictures.

Craig Endicott is profile issues editor for Advertising Age.

Leaders

(Continued from Page 8)

Newspapers (No. 45) and two others from the D&B package to LIN Broadcasting (No. 86).

Cash-rich H&C Communications last week bought for $182.5 million the two tv stations offered for sale by Cowles Communications and ditched its Meridian, Miss., tv property. Evening News Assn. (No. 18) and Capital Cities (No. 16) continue to beat the tv acquisition trail.

Magazine revenues among the 100 media companies contributed 17.4%, or $7.26 billion, of total media revenues. Magazine revenues represented an increase of 12.2% over 1982.

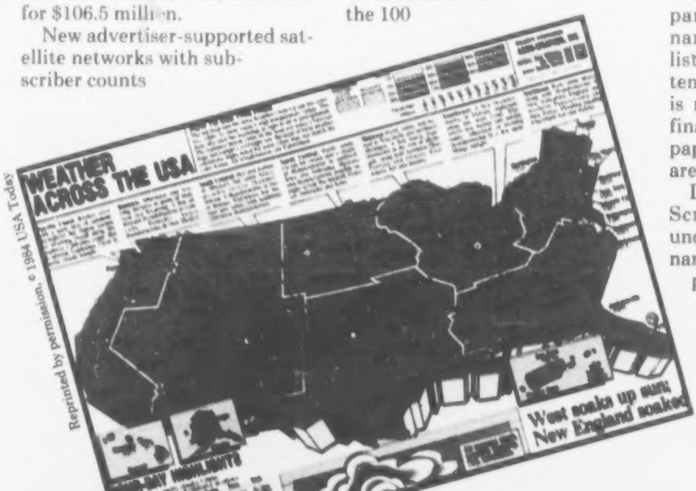
***Computer side ventures include Instant Software Stores at IDG (above); Computer Patch stores at Stauffer and Computer Emporium at* Courier-Journal & Louisville Times.**

Finer tuning of their respective markets occupied the thoughts of magazine publishers, especially at the more general newsweeklies and men's entertainment publications.

U.S. News & World Report, whose continued decline in circulation and advertising led to speculation that a sale would be imminent, found a buyer in *Atlantic Monthly's* Mortimer Zuckerman. Mr. Zuckerman bought the company of the same name (No. 72) for $168.5 million this June, and plans to camp out at the politically conservative publication for a year before considering directional changes.

Newsweek, experiencing a down year in advertising, is seeking to correct that by increasing the rate base. The magazine is backing its circulation drive with a multi-million-dollar ad campaign addressing the "baby boom generation readers," who comprise a large segment of the magazine's readership, says a spokesperson for the magazine parent, Washington Post Co. (No. 13).

Clear product positioning is in store for Playboy Enterprises (No. 59) and Penthouse International (No. 61), whose men's entertainment magazines continued to lose advertising and circulation, the latter forcing rate base cuts in both magazines in 1983.


WEATHER ACROSS THE USA
West soaks up sun; New England soaked
Reprinted by permission, © 1984 USA Today

USA Today *has influenced wholesale makeup changes nationwide, including big, colorful weather maps from competitors in Atlanta, Chicago, Detroit, Memphis and Phoenix.*

Playboy now is positioning itself in advertising as a contemporary life style and service magazine to build advertising and newsstand sales. *Penthouse* resuscitation plans include an incredible editorial-to-ad ratio shift from 2½-to-1 to 5-to-1, the editorial largesse to come from pictorials, articles and fiction.

The escalating computer market and its attendant publications has provided a harvest at Ziff-Davis Publishing (No. 31) and a newcomer to the list, International Data Group (No. 97).

Time Inc. (No. 3), however, found its cable-specific *TV-Cable Week* venture a bust and closed it after losing $47 million.

Cable was the most active segment among the 100 media companies, contributing 11.3%, or $4.71 billion, of total media revenues. Cable revenues represented the largest year-to-year revenue increase of the four media segments—27% over 1982.

As in 1982, the big cable companies focused more on squeezing some kind of profit, if any, out of what they had on-line. They now are building up existing markets rather than bidding for new franchises.

jr
PREMIER ISSUE
For IBM's Home Computer
Making Junior Part Of Your Family
Educational Programs: Selecting the Right Ones For Your Children
Information On Demand: Putting Your Junior "On Line"
How Much Programming Do You Really Need?

Computer magazines mean big bucks at Ziff-Davis, big "bytes" at McGraw-Hill, strong gains at ABC and pure survival at IDG—its* jr, *a contender among the flurry of PCjr-specifics.

Acquisitions played a major role in cable growth as American Broadcasting Co. (No. 1) picked up Entertainment & Sports Programming Network from Texaco Inc. for $202 million, and Continental Cablevision (No. 60) bought Ar[illegible] Communications, the Jacksonville, Fla., franchise for $106.5 million.

New advertiser-supported satellite networks with subscriber counts high enough to qualify the networks for national audience rating came under the purview of the 100 leading media companies through acquisition and joint venture. Oklahoma Publishing Co.'s purchase of Opryland included one of the those networks—with 15 million subscribers—Nashville Network.

The entertainment function of media is pressed to new limits through "coverage" via OPUBCO's Opryland USA music revue (above), Taft's Wonderland park in Toronto and Wometco's Miami Seaquarium.

Viacom International's (No. 35) Cable Health Network and Hearst (No. 10)/ABC Video Entertainment Services' Daytime programing service formed the Lifetime network with 16 million subscribers.

Landmark Communications' (No. 37) Weather Channel has converted about 85% of its customer base from free to paid since August, 1983, and with 12 million subscribers is just short of qualifying for metering by A.C. Nielsen Co.

The remaining media revenues came from a mix of business information services, outdoor advertising, videotex and other ventures.

Newcomers to the 100 leading media list include Golden West Television (No. 68), Chris-Craft Industries (No. 76), International Data Group (No. 97) and Stauffer Communications (No. 100), the latter returning to the list after a hiatus of one year. New acquisitions greatly influenced entry or reentry of these companies to the list.

Dropped from the list were: Field Enterprises (No. 23 in 1982) as the Field brothers split up their company and divested their media properties; Cosmo Broadcasting Corp. (No. 98 in 1982), which had revenues of $72.6 million, an increase of 9.7%; Rodale Press (No. 100 in 1982), with media revenues of $72 million, a 7.5% increase over 1982, and Worrell Newspapers (No. 99 in 1982), which is rebuilding revenues lost from the sale of eight dailies to New York Times Co. in 1982.

Ten 100 leading media companies in 1982 are missing in name only from 1983's media list: Advance corporate persistence that S.I. Newhouse & Sons is really Advance Publications finally won out, although newspaper buffs among our readers are sure to object.

During the year, the two Scripps entities were merged under the Scripps-Howard trade name in a pr move by the company to demonstrate the diversity of E.W. Scripps (newspapers) and Scripps-Howard Broadcasting (tv, radio, cable). We bought the idea.

Parent corporations Deseret Management Corp., Ziff Corp. and General Tire & Rubber became Bonneville Corp., Ziff-Davis Publishing Co. and RKO General Inc., respectively, because those in the media business more readily identify with the latter (which are subsidiaries) than the former.

Army Times Publishing Co. changed its name to Times Journal Co. to reflect the growing business of its newly acquired *Journal* publications in the Washington area.

International Thomson Holdings became the catchall for Toronto-based Thomson Newspapers for the purpose of this issue, as AD AGE editors married Thomson's newspaper unit, carried in last year's issue, with Thomson's trade magazine division, absent from the 1982 issue. The manufactured title justifiably could be assigned because of the controlling interest held in both units by the Thomson family.

Bergen, a print and broadcast holding company named for the *Bergen Evening Record*, opted for the Macromedia moniker to give its Gateway Communications (broadcasting) more recognition than it got under a corporate umbrella so closely identified with a newspaper.

The groundwork already has been laid for major shifts in the 1984 list. And, of course, it is the result of acquisitions.

A.H. Belo Corp. (No. 41), which rose from 47th position in 1982, will take another leap in 1984 from the revenues now flowing into the Dallas-based company following its acquisition in January of Dun & Bradstreet's Corinthian Broadcast division, which had $107 million in revenues in 1983.

Our lakeland paradise awaits you
Forbes Lake of the Ozarks

Forbes' Lake of the Ozarks paradise awaits you, as does its Sangre de Cristo Ranch, Copley's Casa del Zorro and Pittway's Saddlebrook.

Maclean Hunter Communications (No. 80), ranked on the basis of its U.S. properties, will get a year's worth of revenues from the Toronto Sun Co. acquisition of the *Houston Post*.

News America Publishing (No. 30) could climb as many as 10 rungs on the 1984 chart with the inclusion of revenues from the *Sun-Times*, acquired in January. The *Sun-Times'* revenues are estimated at more than $250 million.

And the music goes on. ■

100 Leading Media

1983 Rank	1982 Rank	Company	1983 Revenues in Millions Media	1983 Revenues in Millions Total	1983 Revenues in Millions % Media	1982 Revenues in Millions Media	1982 Revenues in Millions Total
1	1	American Broadcasting Co.	2,815.2	2,948.8	95.5	2,527.3	2,664.5
2	2	CBS Inc.	2,682.9	4,540.2	59.1	2,434.6	4,122.8
3	3	Time Inc.	2,248.5	2,717.0	82.3	1,822.0	2,371.0
4	4	RCA Corp.	2,090.0	8,980.0	23.3	1,790.0	8,240.0
5	7	Advance Publications	1,740.2	1,940.2	89.7	1,616.5	1,800.0
6	5	Gannett Co.	1,671.2	1,703.7	98.1	1,492.8	1,519.5
7	6	Times Mirror Co.	1,667.3	2,491.2	66.9	1,489.2	2,210.5
8	8	Knight-Ridder Newspapers	1,450.7	1,473.4	98.5	1,300.1	1,327.7
9	10	Tribune Co.	1,397.4	1,586.5	88.1	1,247.4	1,431.4
10	9	Hearst Corp.	1,116.0	N/A	N/A	1,030.0	N/A
11	11	New York Times Co.	1,073.0	1,091.3	98.3	890.6	933.7
12	12	McGraw-Hill	888.7	1,295.2	68.4	804.3	1,193.6
13	13	Washington Post Co.	861.6	877.4	98.2	786.2	801.4
14	14	Dow Jones & Co.	816.7	866.4	94.3	683.0	730.7
15	16	Westinghouse Electric Co.	802.4	9,532.6	8.9	663.0	9,745.4
16	15	Capital Cities Communications	762.3	762.3	100.0	663.6	663.6
17	18	Scripps-Howard	750.6	807.3	93.0	670.6	727.5
18	17	Dun & Bradstreet	635.8	1,509.6	42.0	584.1	1,360.9
19	37	International Thomson Holdings Inc.	608.6	N/A	N/A	462.3	666.5
20	19	Triangle Publications	579.3	579.3	100.0	549.4	549.4
21	20	Cox Communications	537.6	614.6	87.5	443.0	514.8
22	21	Cox Enterprises	467.0	467.0	100.0	425.0	425.0
23	22	Storer Communications	458.9	458.9	100.0	379.3	379.3
24	25	Metromedia Inc.	383.6	532.8	69.7	326.8	407.1
25	33	Tele-Communications Inc.	347.3	368.4	94.0	265.6	282.6
26	27	Central Newspapers	346.0	346.0	100.0	315.0	315.0
27	28	Oklahoma Publishing Co.	335.2	N/A	N/A	302.8	N/A
28	24	Harte-Hanks Communications	332.1	443.6	74.9	308.7	394.4
29	29	Chronicle Publishing Co.	325.0	325.0	100.0	296.3	296.3
30	31	News America Publishing	323.0	323.0	100.0	270.0	270.0
31	26	Ziff-Davis Publishing Co.	322.1	322.1	100.0	300.0	300.0
32	38	Media General	314.7	507.7	62.0	248.1	429.4
33	34	Affiliated Publications	293.0	293.8	99.7	259.0	259.4
34	32	Meredith Corp.	288.9	447.8	64.5	275.4	449.1
35	41	Viacom International	271.3	315.6	86.0	235.1	281.4
36	42	Multimedia Inc.	269.7	269.7	100.0	225.5	225.5
37	40	Landmark Communications	265.0	265.0	100.0	230.0	230.0
38	35	Evening News Assn.	260.2	N/A	94.0	244.0	N/A
39	52	American Express Co.	252.7	9,770.0	2.6	183.7	8,093.0
40	50	Warner Communications	251.0	3,425.0	7.3	183.8	4,090.0
41	47	A. H. Belo Corp.	242.2	242.6	99.8	203.2	203.4
42	43	Pulitzer Publishing Co.	242.0	242.0	100.0	224.0	224.0
43	45	Copley Newspapers	236.7	240.9	98.3	209.3	210.0
44	39	Cowles Media Co.	227.8	227.8	100.0	238.0	238.0
45	46	Freedom Newspapers	224.8	224.8	100.0	207.7	207.7
46	49	McClatchy Newspapers	215.0	215.0	100.0	185.0	185.0
47	36	Reader's Digest Assn.	202.5	1,500.0	13.5	199.3	1,300.0
48	51	National Geographic Society	202.0	327.4	61.7	181.1	280.4
49	61	Turner Broadcasting Co.	201.3	224.5	89.7	146.3	165.6
50	73	Morris Communications Corp.	196.4	199.0	98.7	117.6	120.0

Source: Advertising Age 100 Leading Media Cos., 1984

*Segment revenues are Advertising Age estimates

Companies by revenue

1983 Rank	Company	Newspapers*		Broadcast*		Magazine*		Cable*	
		1983	1982	1983	1982	1983	1982	1983	1982
1	American Broadcasting Co.	—	—	2,614.3	2,341.9	187.5	170.4	13.4	15.0
2	CBS Inc.	—	—	2,389.4	2,165.2	293.5	269.4	—	—
3	Time Inc.	27.5	25.0	—	—	1,131.0	941.0	1,090.0	856.0
4	RCA Corp.	—	—	2,090.0	1,790.0	—	—	—	—
5	Advance Publications	1,194.2	1,149.3	—	—	406.0	355.2	140.0	112.0
6	Gannett Co.	1,294.6	1,156.6	192.9	161.7	—	—	—	—
7	Times Mirror Co.	1,266.8	1,140.4	116.1	100.4	130.4	123.3	154.0	125.0
8	Knight-Ridder Newspapers	1,317.3	1,190.0	51.6	43.3	—	—	N/A	N/A
9	Tribune Co.	1,137.4	1,041.4	228.7	182.3	—	—	31.3	23.7
10	Hearst Corp.	548.0	512.2	163.3	145.8	401.0	368.5	4.0	3.5
11	New York Times Co.	833.2	674.2	35.1	47.0	186.4	169.4	18.3	N/A
12	McGraw-Hill	—	—	71.6	66.7	381.2	344.6	—	—
13	Washington Post Co.	440.2	413.9	120.0	107.7	302.0	279.2	—	—
14	Dow Jones & Co.	738.1	623.0	—	—	27.6	23.0	—	—
15	Westinghouse Electric Co.	—	—	175.3	156.5	—	—	627.1	506.5
16	Capital Cities Communications	289.6	256.2	235.8	221.0	156.0	124.0	67.0	53.3
17	Scripps-Howard	650.0	575.0	94.4	93.1	—	—	6.2	2.5
18	Dun & Bradstreet	—	—	107.3	100.6	332.5	302.6	—	—
19	International Thomson Holdings Inc.	281.6	254.0	—	—	327.0	208.3	—	—
20	Triangle Publications	62.0	57.3	—	—	517.3	492.1	—	—
21	Cox Communications	—	—	200.2	181.5	—	—	337.4	261.5
22	Cox Enterprises	467.0	425.0	—	—	—	—	—	—
23	Storer Communications	—	—	167.8	156.6	—	—	291.1	222.7
24	Metromedia Inc.	—	—	371.6	324.3	—	—	—	—
25	Tele-Communications Inc.	—	—	—	—	—	—	347.3	265.6
26	Central Newspapers	345.1	314.5	—	—	—	—	0.9	0.8
27	Oklahoma Publishing Co.	207.8	198.5	125.7	102.8	1.7	1.5	—	—
28	Harte-Hanks Communications	238.8	227.0	84.4	75.0	—	—	8.9	6.7
29	Chronicle Publishing Co.	245.0	223.6	58.0	53.1	—	—	22.0	19.5
30	News America Publishing	287.0	240.0	—	—	36.0	30.0	—	—
31	Ziff-Davis Publishing Co.	—	—	—	—	322.1	300.0	—	—
32	Media General	208.8	183.4	105.9	64.7	—	—	—	—
33	Affiliated Publications	278.5	244.2	14.5	14.8	—	—	—	—
34	Meredith Corp.	9.0	9.0	88.5	78.0	188.8	187.6	2.7	0.9
35	Viacom International	—	—	119.8	122.3	—	—	151.5	112.9
36	Multimedia Inc.	90.7	82.2	125.8	110.5	—	—	53.2	32.8
37	Landmark Communications	159.0	149.5	26.5	23.0	—	—	79.5	57.5
38	Evening News Assn.	187.5	180.0	72.7	64.0	—	—	—	—
39	American Express Co.	—	—	—	—	33.7	30.7	219.0	153.8
40	Warner Communications	—	—	—	—	32.0	30.0	219.0	153.8
41	A. H. Belo Corp.	163.4	134.7	78.8	68.7	—	—	—	—
42	Pulitzer Publishing Co.	145.2	134.4	96.8	89.6	—	—	—	—
43	Copley Newspapers	233.7	207.3	—	—	—	—	3.0	2.0
44	Cowles Media Co.	227.8	N/A	—	—	—	—	—	—
45	Freedom Newspapers	210.5	194.0	14.3	13.3	—	—	—	—
46	McClatchy Newspapers	183.0	158.0	10.0	9.0	—	—	11.0	9.0
47	Reader's Digest Assn.	—	—	—	—	190.5	192.3	12.0	7.0
48	National Geographic Society	—	—	—	—	202.0	181.1	—	—
49	Turner Broadcasting Co.	—	—	136.2	96.7	—	—	65.1	49.7
50	Morris Communications Corp.	196.4	117.6	—	—	—	—	—	—

100 Leading Media

1983 Rank	1982 Rank	Company	1983 Revenues in Millions Media	Total	% Media	1982 Revenues in Millions Media	Total
51	54	Houston Chronicle Publishing Co.	186.2	186.2	100.0	167.9	167.9
52	56	Journal Co.	177.3	302.7	59.0	165.8	290.0
53	30	RKO General Inc.	175.7	335.4	52.4	164.0	291.8
54	48	A.S. Abell Co.	170.0	170.0	100.0	151.8	151.8
55	59	Wometco Enterprises	169.3	519.6	92.7	155.5	493.4
56	60	Donrey Media Group	169.0	169.0	100.0	147.4	147.4
57	58	Lee Enterprises	166.1	172.6	96.2	155.3	160.6
58	67	Cahners Publishing Co.	160.0	200.0	80.0	140.0	180.0
59	55	Playboy Enterprises	158.5	193.7	81.8	165.3	210.1
60	77	Continental Cablevision	156.0	156.0	100.0	108.7	108.7
61	57	Penthouse International	153.0	165.0	92.7	165.0	175.0
62	64	Howard Publications	150.0	150.0	100.0	139.5	139.5
63	66	Providence Journal Co.	144.8	323.5	44.5	132.5	314.0
64	62	Blade Co.	143.3	143.3	100.0	135.4	135.4
65	63	National Enquirer	142.0	142.0	100.0	140.0	140.0
66	69	Taft Broadcasting Co.	140.8	381.0	37.0	125.1	358.2
67	68	Dispatch Printing Co.	140.0	140.0	100.0	127.2	127.2
68	—	Golden West Television	140.0	N/A	N/A	125.0	N/A
69	78	Rogers-UA Cablesystem	139.5	139.5	100.0	107.0	107.0
70	75	Seattle Times Co.	135.0	135.0	100.0	116.5	116.5
71	72	Times Publishing Co.	134.0	134.8	100.0	119.5	119.5
72	70	U.S. News & World Report	133.0	149.0	89.3	124.0	132.0
73	74	Petersen Publishing Co.	131.0	140.5	93.2	117.5	127.5
74	84	Ingersoll Publications Co.	129.0	129.0	100.0	95.0	95.0
75	85	Allbritton Communications Co.	123.5	124.5	100.0	93.0	93.0
76	—	Chris-Craft Industries	122.0	140.5	86.8	53.5	76.5
77	76	McCall Publishing Co.	121.6	121.6	100.0	110.0	110.0
78	53	General Electric Co.	118.0	26,797.0	0.4	113.0	26,500.0
79	81	United Cable Television Corp.	115.3	115.3	100.0	99.8	99.8
80	95	Maclean Hunter Communications	115.0	518.1	22.3	75.0	428.9
81	80	Southern Progress Corp.	110.0	N/A	N/A	100.0	N/A
82	79	Jefferson-Pilot Corp.	109.3	1,030.0	10.6	101.1	1,024.3
83	82	Courier-Journal & Louisville Times Co.	107.0	166.0	64.5	98.0	160.0
84	87	Bonneville Corp.	107.0	134.0	79.9	89.0	112.0
85	65	Oak Industries	106.3	426.4	24.9	139.0	545.7
86	92	LIN Broadcasting Corp.	102.0	107.3	95.1	83.8	88.4
87	71	Harcourt Brace Jovanovich	101.2	648.8	15.6	98.9	575.3
88	91	Pittway Corp.	98.0	432.0	22.0	98.0	411.1
89	89	Macromedia Inc.	96.5	97.1	99.4	86.1	87.3
90	88	Outlet Co.	95.0	95.0	100.0	86.6	86.6
91	93	Sammons Communications	94.0	94.0	100.0	81.0	81.0
92	44	H & C Communications	90.0	90.0	100.0	80.5	80.5
93	—	Forbes	89.7	112.2	80.0	72.1	88.7
94	78	Des Moines Register and Tribune Co.	88.5	88.5	100.0	90.7	90.7
95	94	Knapp Communications	88.5	99.3	89.1	79.7	92.9
96	90	Park Communications	86.3	86.3	100.0	75.4	75.4
97	—	IDG	85.0	110.0	77.3	49.0	64.0
98	96	Times Journal Co.	84.0	119.0	71.0	73.7	104.2
99	97	Rollins Inc.	82.0	444.2	18.5	69.2	526.5
100	—	Stauffer Communications Inc.	77.5	88.2	87.9	64.0	70.2

Source: Advertising Age 100 Leading Media Cos., 1984
*Segment revenues are Advertising Age estimates

Companies by revenue

1983 Rank	Company	Newspapers*		Broadcast*		Magazine*		Cable*	
		1983	1982	1983	1982	1983	1982	1983	1982
51	Houston Chronicle Publishing Co.	186.2	167.9	—	—	—	—	—	—
52	Journal Co.	149.0	141.0	23.3	20.0	—	—	5.0	4.0
53	RKO General Inc.	—	—	175.7	164.0	—	—	—	—
54	A.S. Abell Co.	120.0	107.2	50.0	44.6	—	—	N/A	N/A
55	Wometco Enterprises	—	—	79.0	74.1	—	—	90.3	81.5
56	Donrey Media Group	133.5	116.4	25.4	22.0	—	—	4.0	2.0
57	Lee Enterprises	120.6	112.1	45.5	43.2	—	—	—	—
58	Cahners Publishing Co.	—	—	—	—	160.0	140.0	—	—
59	Playboy Enterprises	—	—	—	—	150.2	165.3	8.3	—
60	Continental Cablevision	—	—	—	—	—	—	156.0	108.7
61	Penthouse International	—	—	—	—	153.0	165.0	—	—
62	Howard Publications	129.0	123.2	14.0	12.6	—	—	7.0	4.0
63	Providence Journal Co.	102.0	98.0	13.2	11.8	—	—	30.0	24.0
64	Blade Co.	114.8	115.3	9.0	8.0	—	—	19.5	12.1
65	National Enquirer	142.0	140.0	—	—	—	—	—	—
66	Taft Broadcasting Co.	—	—	140.8	125.1	—	—	—	—
67	Dispatch Printing Co.	109.0	99.0	31.0	28.2	—	—	—	—
68	Golden West Television	—	—	140.0	125.0	—	—	—	—
69	Rogers-UA Cablesystem	—	—	—	—	—	—	139.5	107.0
70	Seattle Times Co.	135.0	116.5	—	—	—	—	—	—
71	Times Publishing Co.	124.0	111.4	—	—	10.0	8.0	—	—
72	U.S. News & World Report	—	—	3.0	2.0	130.0	122.0	—	—
73	Petersen Publishing Co.	—	—	—	—	131.0	117.5	—	—
74	Ingersoll Publications Co.	129.0	95.0	—	—	—	—	—	—
75	Allbritton Communications Co.	60.0	55.9	63.5	37.1	—	—	—	—
76	Chris-Craft Industries	—	—	122.0	53.5	—	—	—	—
77	McCall Publishing Co.	—	—	—	—	121.6	110.0	—	—
78	General Electric Co.	—	—	57.0	60.0	—	—	61.0	53.0
79	United Cable Television Corp.	—	—	—	—	—	—	115.3	99.8
80	Maclean Hunter Communications	15.0	—	—	—	40.0	30.0	60.0	45.0
81	Southern Progress Corp.	—	—	2.5	2.0	107.5	98.0	—	—
82	Jefferson-Pilot Corp.	42.8	42.6	66.4	58.5	—	—	—	—
83	Courier-Journal & Louisville Times Co.	92.0	90.0	15.0	8.0	—	—	—	—
84	Bonneville Corp.	—	—	107.0	89.0	—	—	—	—
85	Oak Industries	—	—	—	—	—	—	106.3	139.0
86	LIN Broadcasting Corp.	—	—	91.0	73.9	11.0	10.0	—	—
87	Harcourt Brace Jovanovich	—	—	15.9	14.3	85.3	84.7	—	—
88	Pittway Corp.	—	—	—	—	98.0	98.0	—	—
89	Macromedia Inc.	75.7	66.0	20.8	20.1	—	—	—	—
90	Outlet Co.	—	—	80.0	75.0	—	—	15.0	11.6
91	Sammons Communications	—	—	—	—	—	—	94.0	81.0
92	H & C Communications	—	—	90.0	80.5	—	—	—	—
93	Forbes	—	—	—	—	89.7	72.1	—	—
94	Des Moines Register and Tribune Co.	66.7	68.7	21.8	22.0	—	—	—	—
95	Knapp Communications	—	—	—	—	88.5	79.7	—	—
96	Park Communications	44.0	35.7	42.3	39.7	—	—	—	—
97	IDG	—	—	—	—	85.0	49.0	—	—
98	Times Journal Co.	84.0	73.7	—	—	—	—	—	—
99	Rollins Inc.	—	—	25.1	24.6	—	—	28.0	19.1
100	Stauffer Communications Inc.	50.4	44.4	17.7	19.0	9.4	0.3	—	—

Index
to the profiles

16 A.S. Abell Co.
18 Advance Publications
19 Affiliated Publications
19 Allbritton Communications
19 American Broadcasting Cos.
20 American Express Co.
20 A.H. Belo Corp.
22 Blade Co.
22 Bonneville Corp.
24 Cahners Publishing Co.
26 Capitol Cities Communications
28 CBS Inc.
30 Central Newspapers
32 Chris-Craft Industries
32 Chronicle Publishing Co.
36 Continental Cablevision
40 Copley Newspapers
40 Courier-Journal & Louisville Times Co.
40 Cowles Media Co.
42 Cox Communications
42 Cox Enterprises
42 Des Moines Register & Tribune Co.
46 Dispatch Printing Co.
46 Donrey Media Group
47 Dow Jones & Co.
47 Dun & Bradstreet
50 Evening News Assn.
50 Forbes Inc.
50 Freedom Newspapers
52 Gannett Co.
52 General Electric Co.
52 Golden West Television
53 H&C Communications
53 Harcourt Brace Jovanovich
54 Harte-Hanks Communications
55 Hearst Corp.
56 Houston Chronicle Publishing Co.
56 Howard Publications
56 International Data Group
57 Ingersoll Publications Co.
58 Jefferson-Pilot Corp.
58 Journal Co.
58 Knapp Communications
58 Knight-Ridder Newspapers
60 Landmark Communications
60 Lee Enterprises
60 LIN Broadcasting
61 Maclean Hunter Communications
62 Macromedia Inc.
62 McCall Publishing Co.
62 McClatchy Newspapers
62 McGraw-Hill
63 Media General
64 Meredith Corp.
64 Metromedia
65 Morris Communications Corp.
66 Multimedia Inc.
67 National Enquirer
67 National Geographic Society
68 News America Publishing
68 New York Times Co.
68 Oak Industries
69 Oklahoma Publishing Co.
69 Outlet Co.
70 Park Communications
70 Penthouse International
70 Petersen Publishing Co.
71 Pittway Corp.
71 Playboy Enterprises
72 Providence Journal Co.
72 Pulitzer Publishing Co.
72 RKO General Inc.
73 RCA Corp.
73 Reader's Digest Assn.
73 Rogers Cablesystems
74 Rollins Inc.
74 Sammons Communications
74 Scripps-Howard
75 Seattle Times Co.
75 Southern Progress Corp.
76 Stauffer Communications Inc.
76 Storer Communications
76 Taft Broadcasting Co.
77 Tele-Communications Inc.
77 Thomson Holdings, International
78 Time Inc.
78 Times Journal Co.
78 Times Mirror Co.
79 Times Publishing Co.
79 Triangle Publications
80 Tribune Co.
80 Turner Broadcasting Co.
81 United Cable Television Corp.
81 U.S. News & World Report
81 Viacom International
82 Warner Communications
82 Washington Post Co.
83 Westinghouse Electric Co.
83 Wometco Enterprises
83 Ziff-Davis Publishing Co.

Advertising Age
100 LEADING MEDIA COMPANIES

A.S. Abell Co.

Revenues	1983	1982
Media	$170,000,000	$151,800,000*
Other	—	—
Total	$170,000,000	$151,800,000

*Restated

A.S. Abell Co., Baltimore, is the country's 54th largest media company, with 1983 revenues of $170 million, all in media, a 12% increase over 1982, according to the privately held company.

The company has two operating divisions—A.S. Abell Publishing, with 1983 revenues of $120 million, and A.S. Abell Communications, with 1983 revenues of $50 million.

Abell Publishing's principal property, the Baltimore Sunpapers, in 1983 began an aggressive three-year campaign to improve its already dominant market share by combining Saturday editions of the *Baltimore Sun* and *Baltimore Evening Sun*, increasing suburban zoning, initiating a shared-mail advertising program and boosting its percentages of national and color advertising.

According to September 1983, Audit Bureau of Circulations figures, Sunday circulation increased 4.5%, to 394,127 from the previous year, while daily circulation dropped slightly to 346,251 from 350,909. Combined Saturday circulation also declined slightly to 297,276, from 300,144.

The two Saturday editions were combined March 24 into the *Saturday Sun*, a morning publication that includes expanded entertainment and home and garden sections.

"I think it's reasonable to say that it has been successful," says Jerry Smolinski, public affairs manager of the *Sun*. "It provides more than the individual papers could, and early indications are that circulation could go to 325,000."

The *Saturday Sun* also is sharing in the company's heavy emphasis on color advertising as part of a management strategy to boost the group by the end of 1984 into the top 25 color advertisers among newspapers. The effort to increase national advertising led the Sunpapers to drop Cresmer, Woodward, O'Mara & Ormsbee and take on Million Market Newspapers as national representatives.

The Sunday Sun added a third zoned edition, for suburban Harford County last October and soon will add a fourth, for Carroll County. The zoned editions include tabloid sections that feature local news and advertising. Mr. Smolinski says the company is studying the possibility of adding additional zoned editions later this year.

The Sun-plus shared advertising program was initiated this year. It offers to insert advertisers total market coverage to nonsubscribers by Zip code.

Country, a regional monthly magazine purchased by Abell in 1982, doubled its circulation to 70,000, said Walter Micklin, its publisher and editor. He said the magazine, which circulates primarily in Maryland, Virginia and Washington, had 196 advertising pages during the first five months of 1984, compared with 128 during the like period in 1983.

In March, 1983, Abell purchased *Ski Racing* magazine, which publishes 22 times a year and has a circulation of 30,000. The magazine also publishes *Ski Show Daily* on six consecutive days during the industry's annual convention.

A.S. Abell Communications in 1983 expanded its in-hotel video advertising service, Welcome U.S.A. Stephen Seymour, ceo, Abell Communications, said the service now reaches 20,000 hotel rooms in Baltimore, Washington and Miami. He said Abell will add two cities to the service later this year and hopes to reach 50,000 rooms by yearend.

The company will enter the cellular radio market later this year in Norfolk, Va., as part of a consortium of 12 companies.

Abell's syndicated tv feature, "Jack Anderson Confidential," folded in April, 1983.

Mr. Seymour says the show did not provide enough of a return for Abell, despite receiving a 5 rating in about 70% of the country. Currently, Abell is not involved in any other production ventures.

Mr. Seymour said the company is "still actively trying to increase its broadcast portfolio," but it did not add any broadcast properties in 1983 or 1984 to date.

MEDIA PROPERTIES
Broadcasting

TV: WMAR, Baltimore.
RADIO: WCRJ (am, fm), Jacksonville, Fla.; WDOQ (fm), Daytona Beach, Fla.; WNVZ (fm), Norfolk, Va.; WTJZ (am), Newport News, Va.

Cable/video

Welcome U.S.A.

Charts
in this report

12 **The 100 Leading Media Companies** • The leaders ranked by 1983 and 1982 revenues and broken down by revenues of major media
36 **The media leaders: Newspaper revenues** • Newspaper owners by total revenue in newspapers with top newspaper and its circulation
48 **Who bought what from whom in 1983-84** • Major buyouts by the 100 Leaders in print and broadcast
54 **The media leaders: Broadcast revenues** • Broadcast leaders by revenue and media combinations (am, fm, vhf, uhf)
66 **The media leaders: Magazine revenues** • Magazine owners by total revenue from magazines with top magazine and its ad revenue
80 **The media leaders: Cable revenues** • Cable owners by total revenue in cable and number of basic subscribers

Magazines
Country; Ski Racing; Ski Show Daily.
Newspapers (dailies)
MARYLAND: *Baltimore Sun, Baltimore Evening Sun.*

Advance Publications

Revenues	1983	1982
Media	$1.640 bil.	$1.616 bil.*
Other	200,000,000	184,900,000
Total	$1.940 bil.	$1.800 bil.

*Restated

Advance Publications, New York, the corporate umbrella for what was known in the trade as S.I. Newhouse & Sons, is the country's fifth largest media company, with media revenues estimated by Advertising Age of $1.74 billion in 1983, 89% of estimated total revenues $1.94 billion.

Advance, a media giant tightly held and operated by the Newhouse family, had estimated media revenues in 1982 of a restated $1.616 billion out of total revenues of an estimated $1.8 billion.

Media revenues, which come from newspaper holdings, Conde Nast magazines and cable operations, were 89.7% of the estimated total for the company.

Advance's nonmedia contribution comes primarily from book publishing.

As one of the three largest privately held companies, Advance's sales and earnings are not disclosed by Samuel I. Newhouse Jr. and Donald E. Newhouse, who run the media empire.

However, in a $900 million federal tax case instituted against the empire last fall, papers filed by the company put its worth at about $1.5 billion as of August, 1980.

Having sold its radio stations in 1982, the publisher and cable video operator moved ahead in these areas of business. In the fall of 1983, Conde Nast acquired *Gourmet* magazine from the estate of Earle R. MacAusland, whose widow, Jean, had acted as publisher since 1980.

At the time of the acquisition, the magazine's rate base was 650,000 and ad revenues were $10.5 million. Conde Nast reportedly paid $24 million for *Gourmet*, beating out New York Times Co.

In early 1984, Conde Nast was reported to be one of the bidders for Whitney Communication's magazine group, once again bidding against New York Times Co. as well as Hearst Corp. and ABC Publications. Since then, two of the Whitney publications have been sold, but Conde Nast was not among the takers. Still, *50 Plus* remains on the block.

Conde Nast continues its effort to put things in order at *Vanity Fair* magazine, but as of Jan. 5, 1984, it had its third editor in less than a year. The first editor-in-chief, Richard Locke, was replaced by Leo Lerman after the first two issues of the revived *Vanity Fair* met with biting criticism.

In January, Mr. Lerman, reputed to be an interim editor, was succeeded by Tina Brown, whom Conde Nast holds responsible for the turnaround of its English magazine *Tatler*. At about the same time, David O'Brasky was named publisher, succeeding Joseph Corr Jr. who left that post in November, 1983.

The company was believed to have invested more than $11 million by this January into the revival of the magazine, but it was said to still face problems meeting its rate base claim of 250,000.

However, Mr. O'Brasky says circulation is more than 275,000. In any event, advertisers are not convinced the book is tightly enough defined to make an attractive buy.

Figures supplied by the Publishers Information Bureau put *Vanity Fair's* ad pages at 515.11 for 1983 and ad revenues at $6.3 million. The data put Conde's *Gourmet* page total at more than 932, up 10.7% from 1982, and showed a 14.8% increase in ad revenues, to $12.1 million. *House & Garden*, a year after its repositioning toward a more affluent market, suffered in terms of pages and dollars as a result of the revamp. *House & Garden's* pages were down 14.5%, to 826, while revenues declined 43.6%, to $12.8 million. But the full-year page drop was less steep than that for the first six months of 1983, when pages were off 29%, to 382.

Women's fashion and service magazines all showed solid growth, however. *Vogue* ad pages increased 11.4%, to 3,112, and revenues jumped 24.5%, to $56.2 million. At the end of the year, the magazine's editors also announced they are fashioning a new look that will incorporate more nonfashion editorial.

Self pages increased 11.4%, to 928, while revenues grew 25.6%, to $17.1 million. *Glamour* revenues rose 24.9%, to $58.6 million, while pages went up 7.5%, to 2,026. *Mademoiselle's* pages increased 3.1%, to 1,573, while ad revenues moved ahead 22.8%, to $29.2 million.

In its newspaper group, Advance sold the *St. Louis Globe-Democrat* to Jeffrey Gluck, who publishes *Saturday Review* and *Missouri Life*, for what was reported to be less than $1 million. The sale came despite earlier speculation that Advance was intent on closing the paper in lieu of finding a buyer. Such speculation was fueled by an antitrust investigation initiated by the Justice Department on Nov. 7, 1983. At the time, the Justice Department ordered Advance to find a buyer and later closed the investigation when Mr. Gluck expressed his interest.

Saved from one investigation, however, Advance is facing another. In late January, the Justice Department began investigating the 1982 closing of the *Cleveland Press*, following a story in the *Akron Beacon Journal* that Samuel Newhouse had agreed to pay *Press*-owner Joseph Cole $14.5 million "in part to close the *Press*," which competed against Mr. Newhouse's *Cleveland Plain Dealer*.

The Newhouse newspapers also joined United Press International in a $9 million agreement where UPI will supply news features to 17 Newhouse newspapers. Later in 1983, the newspaper group signed a pact with Knight-Ridder Newspapers where the latter will share findings from Knight-Ridder and American Telephone & Telegraph's Viewtron home information test and service in South Florida. The deal could lead to further Advance/Knight-Ridder joint Viewtron ventures in other southern and western cities.

MEDIA PROPERTIES

Cable/video

MetroVision Inc., serving ILLINOIS: Blue Island, Berwyn, Crestwood, Hickory Hills (90% interest), Melrose Park, Midlothian, Northlake, Palos Hills, Posen, Stickney, Tinley Park, Westhaven. INDIANA: Portage. KENTUCKY: Newport. LOUISIANA: St. John the Baptist Parish. NEBRASKA: Auburn, Crete, David City, Fairbury, Freemont, Humbolt, Lincoln, Nebraska City, Pawnee City, Seward, Superior, Table Rock, Tecumseh, York. OHIO: Green Township. TEXAS: Belton, Belmead, Beverly Hills, Greenville, Killeen, Lacey-Lakeview, Robinson, North Woodway, Temple, Waco. WISCONSIN: Lannon (90% interest), Menomonee Falls. WYOMING: Sheridan. Also, NewChannels Corp. serving ALABAMA: Anniston, Eufala, Greenville, Wetumpka. NEW YORK: Binghamton, Carthage, Cooperstown, Corning, Delhi, Fulton, Malone, Massena, Ogdensberg, Oenonta, Potsdam, Rome, Sidney, Syracuse, Troy. PENNSYLVANIA: Canonsburg, Coraopolis, Crescent Township, Moon Township, Neville Township. Also, Vision Cable Communications, serving FLORIDA: Clearwater (90% interest), Kenneth City, Pinellas Park. LOUISIANA: Alexandria, Houman. NEW JERSEY: Fort Lee. NORTH CAROLINA: Albemarle, Concord, Jacksonville, Morehead City, Salisbury, Shelby, Southport, Wilmington. PENNSYLVANIA: DuBois. SOUTH CAROLINA: Darlington, Florence, Sumter. Also Eastern Microwave, a common carrier serving the northeast with cable, voice and data as well as bringing superstation WOR to all 50 states.

Magazines

Conde Nast Publications: *Bride's, Glamour, Gourmet, GQ, House & Garden, Mademoiselle, Self, Vanity Fair, Vogue.* Conde Nast Publications Ltd.-England. Les Editions Conde Nast SA-France. Edizioni Conde Nast SPA-Italy. *Parade*, the Sunday magazine.

Newspapers (dailies)

ALABAMA: *Birmingham News, Huntsville Times, Huntsville News, Mobile Press, Mobile Register.* LOUISIANA: *New Orleans Times-Picayune/States-Item.* MASSACHUSETTS: *Springfield Republican, Springfield Union News.* MICHIGAN: Booth Newspapers-*Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, Saginaw News.* MISSISSIPPI: *Pascagoula Press* and *Chronicle.* NEW JERSEY: *Jersey Journal* (Jersey City), *Newark Star-Ledger.* NEW YORK: *Staten Island Advance, Syracuse Herald-Journal, Syracuse Post-Standard.* OHIO: *Cleveland Plain Dealer.* OREGON: *Portland Oregonian.* PENNSYLVANIA: *Harrisburg Patriot-News.*

Other Properties

Random House Inc., New York: Alfred A. Knopf, Ballantine Books, Vintage Books, Modern Library and Random House.

How to extend your reach in Houston.
Without extending your budget.

When you use The Houston Chronicle as your primary medium in conjunction with a TV buy, you're getting the most for your advertising dollar. Because you're increasing your reach. Without increasing your costs.

Affiliated Publications

Revenues	1983	1982
Media	$293,000,000	$259,000,000
Other	800,000	——
Total	$293,800,000	$259,400,000

Affiliated Publications, Boston, is the 33rd largest media company with media revenues of $293 million for fiscal 1983, ended Dec. 25, up 13% from 1982. Media revenues were 99.7% of total revenues of $293.8 million in 1983.

The *Boston Globe* newspaper accounted for $278.5 million in revenues, up 14% from 1982, while broadcast operations in 1983 contributed $14.5 million, down 2% from the previous year. Affiliated has sizable cash holdings through McCaw Communications Cos., but does not consolidate those returns because it holds only a 45% share.

The *Globe* is distributed throughout New England, though its major market is the five-county area of metropolitan Boston. Audit Bureau of Circulations figures show that paper's 1983 weekday circulation averaged 509,390. The Sunday edition averaged 764,872. That represents a slight loss of circulation on weekdays, down from 510,978, and a Sunday gain in circulation, up from 750,308.

Ad linage was 71,143,091 for 1983, up 7% from 1982. Ad revenue was $212.6 million. The latest increase in ad rates, which have been adjusted at least annually since 1946, went into effect Sept. 1, 1983.

Affiliated's broadcast division recorded a slight drop in revenues and income—the latter dipping to $2.50 million from $2.52 million in 1982—but seemed to be on the rebound as the year closed with fourth-quarter results showing gains in both revenue and income. The division has combination am/fm stations in five markets.

McCaw Communications Cos., a multiple system operator based in Bellevue, Wash., added its 31st cable system—Juneau, Alaska—bringing total subscribers to 116,800, up from 102,000 in 1982.

McCaw, which operates cable tv systems in Washington, Alaska and Oregon and is involved in radio common carrier systems and cellular radio technology, reported 1983 revenues of $18.8 million, up 40% from 1982, and operating income of $2.8 million, up 22% from 1982.

A joint venture in which Affiliated and McCaw participate in southern Oregon—McCaw Communications of Southern Oregon—had revenues of $10.99 million, up 80% from 1982, and operating income of $470,000, compared with an operating loss of $789,000 in 1982.

McCaw has laid groundwork for the building of additional systems in Hawaii, Mississippi, Missouri, New Mexico and Texas, as well as in states where the company already operates. The purchases of the new systems are expected to dilute earnings. McCaw projects a subscriber level of 230,000 by the end of 1984.

McCaw's radio common carrier division sells and services telephones and pagers. McCaw has a 13.5% participation in the operation that received the licenses for Seattle (awarded by the FCC on Sept. 20) and Portland, Ore. (awarded Jan. 26). The company is one of a three-company partnership with licenses in San Francisco and San Jose. McCaw is also the majority partner in Kansas City and the minority partner in Denver, where it shares licenses with MCI.

A McCaw spokesman says the company is involved with several partnerships to gain shares of the licenses for secondary markets, which will be determined by FCC lottery this summer. McCaw also plans to file for licenses in 20 markets by July.

During 1983, an agreement was reached with Knight-Ridder Newspapers to involve the *Globe* in the expansion of Knight-Ridder's Viewtron system into New England.

MEDIA PROPERTIES

Broadcasting

RADIO: KRAK (am) and KEWT (fm), Sacramento, Cal.; WOKV (am) and WAIV (fm), Jacksonville, Fla.; WHYN (am, fm), Springfield, Mass.; WFAS (am), White Plains, N.Y.; KMPS (am, fm), Seattle.

Cable/video

Forty-five per cent ownership in McCaw Communications with cable locations in ALASKA: Fairbanks, Juneau, Ketchikan, Sitka. OREGON: Redmond, St. Helens, Scappose and Columbia City. Affiliated and McCaw have joint ventures in cable tv systems in Grants Pass, Klamath Falls, Roseburg, Medford. WASHINGTON: Centralia, Chehalis, Tenino, Oakville, Cle Elum, North Bend, Yakima, Selah, Union Gap, Wapato, Toppenish, Omak, Okanogan, Langeley, Whidbey Island, Ferndale, Blaine, Lynden, Everson, Nooksack.

Newspapers

MASSACHUSETTS: *Boston Globe.*

OTHER OPERATIONS

McCaw Communication's radio common carrier systems: Serving 14,500 subscribers in Alaska, Idaho and Washington, and its cellular radio franchises (13.5% owned) in Seattle and Portland.

Allbritton Communications

Revenues	1983	1982
Media	$124,500,000	$93,000,000
Other	——	——
Total	$124,500,000	$93,000,000

Allbritton Communications Co., Washington, is the country's 75th largest media company, with 1983 revenues estimated by Advertising Age at $124.5 million, all in media.

Allbritton, which is privately owned, broke into the top media company listing a year ago after experiencing a revenue growth spurt following the purchase of the *Trenton Times*. The company currently holds five newspapers and five vhf tv stations.

During the past year, Allbritton added KATV, Little Rock, Ark., and KTUL, Tulsa, Okla., to its media holdings. The stations, both ABC network affiliates, were purchased for $80 million from Leake TV Inc. of Muskogee, Okla.

While adding the tv stations, Allbritton last October sold its only radio properties, KRKR (am) and KFKF (fm), Kansas City, Kan., to Sconnix Group Broadcasting of Laconia, N.H.

The company also sold one newspaper, the *Amherst Morning Record*, in Amherst, Mass., to David Schannberg of Florence, Ky.

The *Trenton Times*, Trenton, N.J., purchased from the Washington Post Co. in 1981, remains the company's newspaper circulation leader.

However, in June, 1983, Ralph Ingersoll II, president of Ingersoll Publications, parent company of the *Trentonian*, charged Allbritton with illegally misrepresenting its circulation figures and that the ABC aided that fraud.

In October, 1983, the *Times* filed a countersuit in Trenton, N.J., federal court, contending that the *Trentonian's* management was using a variety of illegal tactics to run the *Times* out of business.

Following ABC's attempt to have the suit filed against it dismissed, a federal judge in Newark, N.J., ruled that the *Trentonian* could go ahead with its suit against the *Times* and the ABC. The case still is pending in federal court in New Jersey.

According to the most recently available figures, based on a March 31, 1982, audit, the *Times* circulation is 65,990 daily and 77,979 Sundays. It operates in the black, reportedly bringing in annual revenues of $39 million.

In Washington circles, company owner Joe L. Allbritton is perhaps best known as the former owner of the now-defunct *Washington Star*, which he sold to Time Inc. in 1978, and as the current owner of WJLA, the ABC affiliate in the hotly competitive Washington market.

The company's newspaper properties include the *News*, a Paterson, N.J., daily with a circulation of 49,352; the *Dispatch*, Union City, N.J.; with daily circulation of 35,780; the *Westfield Evening News*, Westfield, Mass., with a 5,500 circulation, and the *Standard Observer*, Irwin, Pa., with circulation of 14,500.

Michael H. Mooreas was named president of the newspaper division in December.

Allbritton Communications is part of the Allbritton-owned holding company, Perpetual Corp., which has interests in insurance and mortuaries.

MEDIA PROPERTIES

Broadcasting

TV: KATV, Little Rock, Ark.; KTUL, Tulsa, Okla.; WCIV, Charleston, S.C.; WJLA, Washington; WSET, Lynchburg, Va.

Newspapers (dailies)

MASSACHUSETTS: *Westfield News.* NEW JERSEY: *Dispatch* (Union City), *News* (Paterson), *Trenton Times.* PENNSYLVANIA: *Irwin Standard Observer.*

American Broadcasting Cos.

Revenues	1983	1982
Media	$2.815 bil.	$2.527 bil.
Other	134,000,000	138,000,000
Total	$2.949 bil.	$2.665 bil.

American Broadcasting Cos., New York, is the largest media company in

Houston Chronicle
Houston's Family Newspaper
Morning and Evening
Houston, Texas 77002
25 Cents
Vol 82
No 22
Metro officials say the 2.3-mile downtown rail segment
With the first frost of the season forecast for the Houston area tonight, Houstonians to

As an example, your one-week, $25,000 local affiliate spot TV buy reaches 64% of men 25–54 in $35,000+ households. Now take that same $25,000, put half into The Chronicle, half into television.

You've just increased your reach to these affluent men to 77%. You've also increased your frequency by 15%. You've gained 65 GRPs—an increase of almost 40%. And you haven't spent one penny more.

If you'd like a detailed media comparison, call Ralph Harrington, Research Manager, collect at 713/220-7401. And find out how The Chronicle can deliver for you in Houston.

Houston Chronicle
The primary advertising investment.

The Chronicle
TV, Radio, Other

Source: Belden Multi-Media Study, 1983. Based on 26 30-second spots on local network affiliates, BAR estimates, versus three SAU 12 1,000-line Chronicle ads at 25,000-line national contract rate plus 15 30-second spots. Represented by Sawyer Ferguson Walker. SFW

the U.S. Its 1983 media revenues are estimated at $2.82 billion, up 10.7% from 1982. Media accounted for the lion's share of the over-all record $2.95 billion in revenues, up 11% from 1982.

ABC Inc.'s media interests include tv and radio networks, 11 owned am or fm radio stations and five owned tv outlets, plus consumer and business publications, several cable co-ventures and Entertainment & Sports Programming Network (ESPN). In early May, ABC, which had a 15% interest in ESPN, an all-sports cable network, paid $202 million to buy out the interest Texaco assumed in ESPN with its acquisition of Getty Oil.

ABC, which in January sold its San Francisco outlet, KGO-FM, and moved to acquire another in Dallas/Fort Worth KIXK-FM, says its seven targeted radio networks (up three since 1982) reach 1,744 affiliates. ABC also produces radio programing through its ABC/Watermark subsidiary based in Los Angeles.

ABC's commercial broadcasting operations had revenues of $2.6 billion, up 13% from 1982. Publishing reported revenues of $279.9 million in 1983, up 9.6% from 1982. Of those sums, $188 million last year and $170 million in 1982 were estimated to be in media, rather than in books, manuals or records.

In the 1984 first quarter, ABC notched peak sales and profits, with the former climbing 26%, to $836.7 million, and the latter soaring 72%, to $23.9 million.

ABC's January-through-March results for publishing—net income up 31%, thanks to strong gains by business press operations, Compute! and Word Inc.—were in sharp contrast to CBS Inc.'s, whose publishing group posted an $11.7 million loss during the same period.

Broadcast operations boosted profits 31% in the first quarter of 1984, a credit to the Winter Olympics in Sarajevo, Yugoslavia (nearly $200 million in sponsor sales), and the "expanding advertising marketplace" in network tv, ABC said. The Olympics also bolstered the owned tv outlets' sales and earnings in the quarter, when ABC Radio division posted a "modest operating loss."

Leonard Goldenson, ABC chairman, and Frederick Pierce, ABC president, say that the opening quarter results also were assisted by the containment of operating and development expenses. Within ABC Video Enterprises, for instance, losses were cut by selling Satellite News Channels to Turner Broadcasting System last fall and by consolidating cable services into Lifetime (formed last fall by joining Daytime and Cable Health Network) and ARTS & Entertainment Network (formed by ARTS and the Entertainment Channel). TeleFirst, an in-home, consumer-supported video entertainment recording service now being tested in Chicago, contributed to the losses.

ABC Inc.'s No. 1 revenue source in 1983 once again was ABC-TV Network. The three tv networks combined generated $7 billion in ad sales during 1983, with ABC accounting for the most—36.7%. The three-network volume gained 13% from 1982, with ABC's growth in line with the industry trend.

When the 1983-84 prime time tv season ended in mid-April, CBS won for the fifth consecutive year. CBS' margin of victory over ABC in A.C. Nielsen Co. ratings was nine-tenths of a point, a gain from a year earlier when CBS edged ABC by five-tenths of a rating point.

After the Winter Olympics in February, ABC had whittled CBS' lead to eight-tenths of a rating point, versus a 1.1-point gap before the games began. Still, the 1984 Winter Olympics, which largely were taped because of the time difference between the U.S. and Yugoslavia, did not prove as popular as the 1980 Lake Placid games, which were primarily live.

Sarajevo averaged a 15.2 rating and 27 share in all dayparts combined, down 29% from 1980 and also down considerably from the 1976 Innsbruck games, the last nonlive Winter Olympics. Still, the games benefited the ABC affiliates from 10 p.m. to 11 p.m., the time deemed crucial to the stations' local late-night newscasts' performance.

ABC also was disappointed by another sports package, "Monday Night Football," whose fall ratings were down 17% from 1981 (the last nonstrike season)—and proved to be that package's lowest ratings since its 1970 premiere.

ABC again finished the latest primetime season battle leading in the key categories deemed most attractive to major advertisers. Among adults 18 to 34 from Sept. 26 through April 1, ABC's 10.9 rating beat NBC's 10.0 and CBS' 9.9, while ABC's 11.6 among adults 18 to 49 outpointed CBS and NBC, tied at 10.4. Among adult viewers 25 to 54, ABC had 12.4, ahead of CBS' 11.4 and NBC's 11.1. Subdivided into male and female groups in these three age breakouts, the data showed ABC leading CBS among the women and topping NBC among the men, said Marvin Mord, ABC-TV's vp-marketing and research services.

ABC top executives were confident of another strong upfront or advance package selling period this summer. Last year, the nearly $2 billion in three-network upfront volume included much more than $600 million going into ABC's Olympics.

ABC scored hefty ratings with sensitive made-for-tv dramas such as "The Day After" (about nuclear holocaust in the U.S.) and "Something About Amelia" (about incest), but resistance in the advertising community forced it to cut ad rates. ABC executives since have gone public, urging ad executives to support such touchy but worthwhile programing.

ABC finished the 1983-84 prime time season with three new series hits, "Hotel," "Hardcastle & McCormick" and "Webster." For fall 1984, ABC Entertainment president Lewis Erlicht said the plan was to implement "aggressive" changes on weak nights or time slots—chiefly on its once unbeatable Tuesdays and on Thursdays. Thus, ABC decided to replace seven hours of current prime time fare, more than expected by many agency media experts.

In evening news, the 29 weeks through April 15 found ABC third, narrowly behind NBC (11.1 to 11.2), as CBS led with a 13.8 rating.

ABC committed $309 million to the 1988 Calgary Winter Olympics, and although it will have a third weekend of coverage, many rival network and agency executives doubted that ABC could turn a profit on that event. Many of those executives had said the same about ABC's coverage of the 1984 Los Angeles games, which was expected to turn a profit until May, when the Soviet bloc boycott raised a number of unanswered questions for ABC and its sponsors.

ABC Sports' other big event will be its first Super Bowl in January. Months ago the network booked its first two major sponsors for that event, Anheuser-Busch and Nissan Motor, each buying three minutes at $500,000 a unit, or a combined $6 million. Since then, ABC has boosted the price to $525,000 a 30-second spot. Also, ABC's "Wide World of Sports" remained the top-rated weekend sports anthology series.

ABC did not break out separate figures for its owned & operated (o&o) stations or their spot tv sales representative but did indicate that the five o&o outlets' ad sales gained 13% in 1933, while ABC-TV spot sales' revenues have climbed 40% since 1979.

ABC Publishing, whose 10 operating units publish more than 100 monthly magazines, as well as 100 new books and 25 records yearly, acquired Compute! Publications last year—including *Compute!* and *Compute!'s PC & PCjr* (aimed at owners of IBM's personal computers).

As of June, however, ABC trimmed the number of operating units to nine by merging its two farm publishers, Farm Progress Cos. and Miller Publishing, into a new agricultural group.

ABC lessened its interest in nonmedia properties this spring when it sold Scenic Attractions (nature parks) to a group of that division's executives. Mr. Pierce explained to ABC's affiliates gathering in May that this sale was in keeping with ABC's plan to divest itself of "businesses that are not complementary to ABC's goals." Similarly, he said, its buy of ESPN reflects ABC's intent to focus lines of business "that fit the framework of ABC's general expertise."

Mr. Pierce promised that ABC planned to expand its own tv production as a way of being self-reliant and controlling costs. Its biggest such commitment is to the production of the 20-hour "War & Remembrance," the sequel to "The Winds of War," the popular 1983 miniseries. The new project, not expected to air until 1986, could cost $60 million.

Last year, ABC Inc. spent $127 million in capital improvements, chiefly for tv and radio technology and facilities (up $11 million from 1982), and the company expects capital spending for 1984 to be between $150 million and $200 million. Total tv program commitments for fiscal 1983, the company added, approached $2.07 billion, compared with $1.83 billion for fiscal 1982, those sums encompassing series, made-for-tv and theatrical movies and sports rights. The sports commitments include the multiyear pacts with major league baseball (with ABC's share an estimated $575 million spread across the next six years) and National Football League (whose three-network five-year contract will total $2 billion).

MEDIA PROPERTIES

Broadcasting

TV: ABC-TV Network (210 affiliates). ABC-owned stations: KABC, Los Angeles; KGO, San Francisco; WABC, New York; WLS, Chicago; WXYZ, Detroit.

RADIO: ABC Radio Networks (1,700-plus affiliates). ABC-owned stations: KABC (am) and KLOS (fm), Los Angeles; KGO (am), San Francisco; KSRR (fm), Houston; WABC (am), New York; WLS, (am, fm), Chicago; WMAL (am) and WRQX (fm), Washington; WPLJ (fm), New York; WRIF (fm), Detroit.

Cable/video

ABC Video Enterprises: Entertainment & Sports Programming Network; geleFirst, and Lifetime and ARTS & Entertainment Network, co-ventures with Hearst/Viacom Entertainment Services and Hearst/RCTV Inc., respectively.

Magazines

ABC Leisure Magazines (special interest group)—*High Fidelity, Los Angeles, McCall's Needlework & Crafts, Modern Photography.*

ABC Publishing (business press group) —Ames Publishing: *Industrial Distributor News, Industrial Maintenance & Plant Operations, Industrial Safety & Hygiene News, Industrial Safety Product News.* Chilton Co.: *Accent, Automotive Industries, Automotive Marketing, Chilton's Control Equipment Master, Commercial Car Journal, Distribution, Electronic Component News, Food Engineering Master, Hardware Age, Instrument & Apparatus News, Instruments & Controls Systems, Iron Age, Jewelers' Circular-Keystone, Motor Age, Product Design & Development, Review of Optometry, The Specialist, Truck & Equipment Salesman.* Compute! Publications: *Compute!, Compute!'s PC & PCjr* and *Compute!'s Gazette.* Farm Progress Cos.: *Prairie Farmer, Indiana Prairie Farmer, Wallaces Farmer, Wisconsin Agriculturist.* Miller Publishing: *Dairy Herd Management, Farm Store Merchandising, Feedlot Management, Feedstuffs, Hog Farm Management, Garden Supply Retailer, Tack 'n' Togs.* Hitchcock Publishing: *Assembly Engineering, Industrial Finishing, Infosystems, Machine & Tool Blue Book, Office Products Dealer, Quality.*

OTHER PROPERTIES

ABC Motion Pictures, ABC Entertainment Center, Chilton Research Services, Chilton auto repair manuals, Word Inc. (religious books, records, videocassettes), Farm Progress Insurance, Wallace-Homestead Book Co., NILS Publishing and National Price Service database services.

American Express Co.

Revenues	1983	1982
Media	$252,700,000	$183,700,000*
Other	9.517 bil.	7.909 bil.
Total	$9.770 bil.	$8.093 bil.

*Restated

American Express, New York, is the 39th largest U.S. media company with 1983 media revenues estimated at $252.7 million, or 2.6% of total revenues.

Media contributions at American Express come from its 50% ownership in Warner Amex Cable Communications—$219 million in 1983—and from two magazines, *Travel & Leisure* and *Food & Wine.*

Warner Amex, which reported total revenues of $438 million, a pretax loss of $150 million and net loss of $99 million (American Express shares in half the losses and gains), altered its strategy in 1983 when chairman-ceo Drew Lewis came aboard in February, 1983. The former U.S. Secretary of Transportation under President Reagan began trimming New York staff. He also ordered a major decentralization of several functions now handled at the corporate level, including engineering, marketing, programing and finance.

Mr. Lewis says decentralization was essential for growth and would strengthen field operations, particularly in the company's large metropolitan cable systems.

Warner Amex Cable Communications is the fifth largest U.S. cable system with a 1983 subscriber base of 1.36 million households, a 14% gain over 1982. Pay subscriptions rose to 1.3 million in 1983, a 21% increase over 1982. Warner Amex operates 119 systems in 25 states.

The company expects continued losses in 1984. However, executives believe that the decentralization, a financing plan to complete current franchising commitments and concentration on developing clusters of systems in geographic areas through sales, trades and acquisitions will continue to be high priorities for the company.

In publishing, American Express Publishing Corp. set up a three-member executive committee to run its magazines after president-publisher John Connors, 58, died of a heart attack April 5, 1984.

The committee, which will oversee *Travel & Leisure* and *Food & Wine,* reports to Jonathan Linen, vice-chairman, American Express Travel Related Services Co., who assumed the long-vacant post of chairman of the publishing corporation.

In 1983, American Express Publishing's *Food & Wine* magazine had ad revenues of $4.9 million, up 81% from 1982. The publication had 469 ad pages in 1983, up 14% from 1982.

Travel & Leisure had ad revenues of $21.8 million in 1983, up 5% from 1982. Ad pages were down 2%, to 1,091 in 1983.

Food & Wine's rate base increased from 500,000 in April, 1983, to 550,000 in July, 1984.

In May, 1984, American Express introduced *Departures,* an international magazine sent free to 150,000 of its highest spending cardholders in more than a dozen European and Mideast countries. The magazine will be published six times a year beginning in October. Advertising rates are $10,000 for a color page and $7,000 for b&w.

MEDIA PROPERTIES

Cable tv/video

As part of 50-50 partnership in Warner Amex Cable Communications, American Express has interests in 119 cable systems in 25 states with more than 1.36 basic cable subscribers and 1.3 million pay cable customers (see Warner Communications profile). It also is involved in Warner Amex Satellite Entertainment Co., which supplies and distributes two advertiser-supported services, Nickelodeon and MTV: Music Television, and one pay service, the Movie Channel (a joint venture with Showtime).

Magazines

Travel & Leisure, Food & Wine, Departures.

OTHER OPERATIONS

American Express Direct Response, American Express International Banking Corp., Fireman's Fund Insurance Cos., Investors Diversified Insurance, Merchandise Sales, Shearson/American Express, WATS Marketing of America (affiliate company).

A.H. Belo Corp.

Revenues	1983	1982
Media	$242,151,000	$203,200,000
Other	405,000	200,000
Total	$242,556,000	$203,400,000

A.H. Belo Corp., Dallas, is the nation's 41st largest media company in 1983 with total media revenues of $242.2 million, up 19.2% from 1982. Media revenues were 99.8% of the company's total revenues of $242.6 million.

Of the media revenues, $163.4 million, or 67.5%, were derived from newspaper publishing, and $78.8 million, or 32.5%, came from tv and radio broadcasting during the fiscal year ended Dec. 31.

Net earnings from media operations totaled $60.2 million, of which 48.4% represented newspaper publishing, and the remaining 51.6% was tv and radio broadcasting.

Belo waited for 1984 to turn the corner before it made its biggest move—completing the $606 million purchase Jan. 30, of the six tv station Corinthian Broadcast Group from Dun & Bradstreet. Included in the total was $342 million for KHOU in Houston, the largest sum to date paid for any tv station.

To comply with the FCC's ownership rules, Belo, which had three stations at the time of the deal, sold two of the Corinthian stations to LIN Broadcasting Corp. for $104.9 million and two of its own stations to Freedom Newspapers for $49 million.

Corinthian stations retained by Belo include KHOU in Houston; KXTV in Sacramento-Stockton, Cal.; WVEC in Hampton-Norfolk, Va., and KOTV in Tulsa. All are CBS affiliates except for the Hampton-Norfolk tv station, an ABC affiliate. The Corinthian tv stations sold to LIN were WISH in Indianapolis and WANE in Fort Wayne, Ind. The two Belo tv stations sold to Freedom were WTVC in Chattanooga and KFDM in Beaumont, Tex.

Belo also acquired two radio stations in 1983, KOA (am) and KOAQ (fm) in Denver from General Electric for $22 million in cash.

Tragedy struck KOA this month with the death of the station's outspoken and popular late night talk show host, Alan Berg, who was apparently gunned down by an irate listener.

Joe M. Dealey, chairman of Belo until this year when he retired, said in the company's 1983 annual report that Belo bid aggressively for the much-sought Corinthian group because of the company's conviction that the FCC's rules restricting ownership to seven tv stations, seven fm and seven am radio staions will be liberalized, spurring broadcast group owners to pursue desirable properties, and thereby increase the selling multiples for those properties.

"The purchase of Corinthian enables Belo to accomplish in one step what otherwise might have taken years to achieve," he wrote.

Belo's *Dallas Morning News* and its arch rival, Times Mirror-owned *Dallas Times Herald,* continued their tug of war for domination of the market, with both newspapers turning in healthy advertising and circulation figures regardless of how the newspapers interpreted the figures.

During 1983, for the first time in its history, the *News* ran more than 100 million lines of full-run advertising, achieving a 55% share of market, according to Media Records, which also reported the *News* with the dominant market share in each of three major advertising categories measured—retail, 53%; general, 55%; classified, 57%.

The 1983 Scarborough National Newspaper Audience Ratings Study also reported the *News* with the dominant share of the coveted upscale market represented by adults with large individual and household incomes, college education, and professional and managerial occupations, calculated on the basis of average day readership.

In circulation, both newspapers chalked up gains over the year to March 31, 1984, with increases by the *News* out-pacing those by the *Times Herald*.

During the first half of the circulation year, the *News* achieved a lead in the Dallas County city zone, while the *Times Herald* lost circulation in all of its zones. The *Times Herald's* losing trend was reversed in the second half of the year, with an annual January-March discount subscription promotion. The *Times Herald* resumed the city zone lead by March 31.

According to the ABC Fas-Fax report of March 31, the *Dallas Morning News* total circulation was 340,502 daily and 437,067 Sunday, an increase of 12,170 daily and 30,174 Sunday, for a 57,569 daily lead over the *Times Herald* and a 55,749 Sunday lead.

When *USA Today* made its debut in Dallas-Fort Worth last October, the *News* already had begun a series of graphic and editorial changes, including introduction of a colorful weather page. Improvements in the *News* and in its competition have continued.

The *News* began construction of its $57 million satellite printing plant in suburban Plano where, starting in early 1985, new offset presses will enable the *News* to expand its production and distribution capabilities in the heart of the northern region.

MEDIA PROPERTIES

Broadcasting

TV: KHOU, Houston; KOTV, Tulsa, Okla.; KXTV, Sacramento-Stockton, Cal.; WFAA, Dallas; WVEC, Hampton-Norfolk, Va.

RADIO: KRQX (am), and KZEW (fm), Dallas-Fort Worth; KOA (am) and KOAQ (fm), Denver.

Newspapers

Dallas Morning News and seven community dailies published by Belo's News-Texan: *Arlington Daily News, Garland Daily News, Grand Prairie Daily News, Irving Daily News, Mid-Cities Daily News, Richardson Daily News, Suburban News.*

OTHER OPERATIONS

Publishes the "Texas Almanac." Selective Media Services, a direct marketing and distribution company.

Blade Co.

Revenues	1983	1982*
Media	$143,300,000	$135,400,000
Other	—	—
Total	$143,300,000	$135,400,000

*Restated

Blade Co., Toledo, O., is the nation's 64th largest media company with 1983 revenues estimated by ADVERTISING AGE at $143.3 million, all from media operations.

The privately owned company, controlled by the Block family, had revenues of $135.4 million (revised) from newspaper, broadcast and cable in 1982. Figuring in the revised figure was the sale of the *Daily Register* in Red Bank-Middletown-Shrewsbury, N.J., to Capital Cities in early 1982.

There were no corporate changes in 1983, but in early 1984 the company sold for $4.65 million its radio holdings, WTKN (am) and WWSW (fm) in Pittsburgh to Shamrock Broadcasting Co., Hollywood, Cal., which now owns eight radio and two tv properties.

At the same time, the Cowles Media Co. independent tv station WDRB, Louisville, Ky., was bought by Blade for an estimated $10 million.

"The sale of the radio stations and the purchase of the Louisville television station were moves in line with our long-term corporate objectives," says John Harms, president, Blade Co. "We simply came to the conclusion that we were not interested in radio holdings in only one market, and particularly in such a competitive one. We felt that we could better use our resources with television.

"We are in the market for an additional property if one presents itself," he says. However, there are no immediate acquisitions planned.

Daily circulation losses sustained by the *Toledo Blade* during 1982 and early 1983 have been reversed. ABC figures in March, 1984, show the paper has a daily circulation of 162,780, up 1.1% over the previous year. The Sunday circulation has climbed to an all-time high of 215,654, up 3.1% for the latest ABC audit period.

The *Pittsburgh Post-Gazette*, which conducts business under a joint operating agreement with Scripps-Howard's *Pittsburgh Press*, also has suffered some circulation declines. Its Saturday edition has dropped 1.6% to 165,561. *Post-Gazette* weekday editions' circulation grew less than 1% to 178,284, according to ABC.

The *Monterey Peninsula Herald* in California has been slower in recovering from the effects of the economic downturn, company officials say. However, it has shown some circulation gains. ABC figures for March, 1984, showed daily circulation of 32,224, up 1.2%, and Sunday circulation of 33,580, down 1%.

Both the *Toledo Blade* and *Post-Gazette* are converting their ad format from nine to six columns to conform to industry standards. The *Blade* has remained with letterpress, but is completing a web width change to the 55-in. standard.

Growth has been solid for Blade Co.'s cable tv systems. Its Buckeye Cablevision, which serves the Toledo area, has added nearly 14,000 homes in 1983, for a total of about 95,000. The system passes 150,000 homes, and according to John Karl, president at Buckeye, "We've also experienced considerable growth in pay tv services, up from 33,000 to 38,200."

Erie County Cablevision is completing its 54 addressable channel system upgrade.

The system serves 14,626 of the 22,000 homes passed. The Monroe, Mich., cable operation added 512 new subscribers in 1983, for a total of 5,512 out of 8,500 homes passed.

MEDIA PROPERTIES

Broadcast

TV: WLFI, Lafayette, Ind.; WLIO, Lima, O.; WDRB, Louisville, Ky.

Cable/video

OHIO: Buckeye Cablevision, serving Lucas, Maumee, Montdera, Perrysburg, Sylvania, Sylvania Township, Toledo, Washington Township, Wood County; Erie County Cablevision, serving Sandusky. MICHIGAN: Monroe Cablevision, serving Monroe.

Newspapers (dailies)

CALIFORNIA: *Monterey Peninsula Herald.* OHIO: *Toledo Blade.* PENNSYLVANIA: *Pittsburgh Post-Gazette.*

Bonneville International Corp.

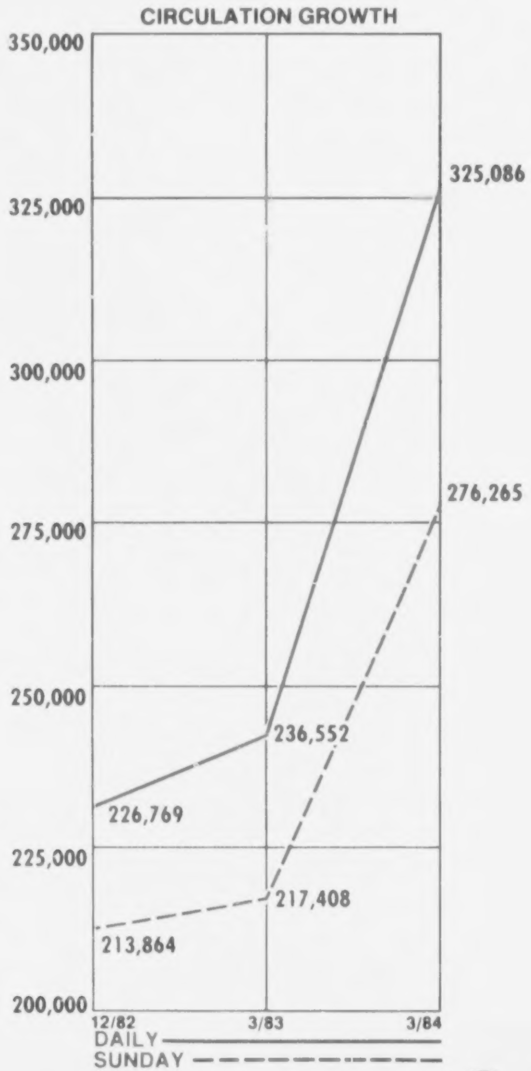
Revenues	1983	1982
Media	$107,000,000	$89,000,000
Other	27,000,000	23,000,000
Total	$134,000,000	$112,000,000

Bonneville International Corp., Salt Lake City, is the nation's 84th largest media company, with 1983 revenues of $107 million, 80% of total revenues of $134 million.

Broadcast provides Bonneville's total media contribution, which in 1983 was up 20.2% over 1982. Satellite and data systems provided much of the remaining $27 million in company revenues.

Broadcast revenues were split almost evenly between tv and radio.

Bonneville was reported as Deseret Management Corp. in last year's 100 Leading Media issue. Deseret requested the change this year to reflect the corporate name for which its media operations are known. Bonneville is a wholly owned subsidiary of



A tough act to follow.

When a 39.2% * circulation increase catapulted The Boston Herald into 22nd place among the nation's 100 largest newspapers last September, we knew it was going to be a tough act to follow.

Now, more than six months later, we find ourselves still gaining. The latest FAS-FAX study confirms the consistent growth of The Boston Herald for the period 3/31/83 - 3/31/84. Circulation figures showed a 37.4% ** increase daily plus a 27.2% ** gain on Sunday.

As if that weren't enough, our advertising linage figures have also followed suit. They show a 18.7% increase in the first four months of 1984 compared to the same period in 1983, setting the stage for another unprecedented year of advertising growth.

With a performance like this, perhaps you should join the hundreds of new clients who have discovered a vast new audience when they advertise in The Boston Herald.

The Boston Herald

*ABC FAS-FAX, September 30, 1983
**ABC FAS-FAX, March 31, 1984

Deseret, a closed corporation of the Corporation of the President of the Church of Jesus Christ of Latter-Day Saints.

Besides owning and operating two tv stations, and seven fm and five am radio stations, the company is involved in satellite and data communications, areas that are earmarked for extensive expansion. To meet this stepped-up activity, Bonneville this past year formed a new division, Bonneville Telecommunications. The move consolidated the satellite company with Bonneville's radio data service and management information systems.

To head Bonneville Telecommunications, Bonneville lured three former International Business Machines executives. Among them was Kenneth Bentley, a 22-year IBM veteran, who became the division's president.

Active in satellites for more than 20 years, Bonneville operates four transponder channels, which it holds under contract from companies such as Western Union Industries and Southern Pacific Transportation Co. Its intentions are to broaden this market. The company has uplinks operating in Southern California, Utah and Washington, D.C., and is making arrangements for an additional uplink in New York.

As the satellite division grew, it became apparent that a lot of synergism existed between it and the radio data systems division, which transmits commodity, stock and electronic mail-type information via satellite to local fm stations for retransmission on side bands, says Arch L. Madsen, president, Bonneville International.

Among other services, Bonneville's four satellite channels are used to broadcast major sports events. Contracts with stations around the country allow Bonneville to supply professional sports broadcasts. The third element of the new division—management information systems—develops software for use by broadcast stations in their day-to-day operation. Besides developing and selling software, Bonneville also sells IBM hardware.

On the broadcast side, the company acquired an am radio station, KYA of San Francisco, for $3.5 million from King Broadcasting Co. of Seattle. It now carries the call letters KOIT (am), since it joined its sister station, Bonneville's KOIT (fm) in San Francisco.

At the same time, Bonneville put the finishing touches on ridding itself of cable. The company sold its half ownership in its Logan, Utah, cable tv system to its half-partner, the Bullen family. Although the company had been one of cable's pioneers, it sold its interest in the Pacific Northwest some time ago, and this most recent sale finalized the decision to part company with cable.

Last October, after four years of ownership, Bonneville sold its radio representative company, Torbet Radio Inc., for $10 million to Selkirk Communications Ltd., the public Canadian company that operates a number of tv and radio stations. "We foresee the radio representative field undergoing consolidation, so we prefer to sell out to those who hold plans to become large in this area," Mr. Madsen says.

During the past year, Bonneville completed an upgrading of its five am stations to stereo.

The company continues its experiment with teletext, an ongoing effort since June 15, 1978, when Bonneville received the first license to transmit teletext in the U.S. Bonneville's tv stations in Seattle and Salt Lake City, both of which are CBS affiliates, now carry fulltime teletext programing as part of CBS's Extravision service. The stations currently provide a 24-hour complete news service, which is updated eight times a day. Tvs equipped with decoders and telephones outfitted with special circuits pick up the teletext transmissions, which total 20 pages a day.

During the year, Bonneville settled into its new corporate headquarters at the Triad Center in Salt Lake City. "We'd been operating out of a converted garage for 36 years. But we don't have to apologize anymore," Mr. Madsen says. The Triad Center is home not only to Bonneville's corporate management, but also to KSL-TV and KSL (am) of Salt Lake City, and KSL's production center, Video-West.

Besides anticipating substantial growth in the newly formed telecommunications division during the coming year, Mr. Madsen expects Bonneville to be at industry average or a little above in growth in its broadcast operations.

MEDIA OPERATIONS

Broadcasting

TV: KSL, Salt Lake City; KIRO, Seattle.

RADIO: KAAM (am) and KAFM (fm), Dallas; KBIG (fm), Los Angeles; KIRO (am) and KSEA (fm), Seattle; KMBZ (am) and KMBR (fm), Kansas City, Mo.; KOIT (am, fm), San Francisco; KSL (am), Salt Lake City; WCLR (fm), Skokie, Ill.; WRFM (fm), New York.

OTHER OPERATIONS

Bonneville Productions, Bonneville Telecommunications, Radio Data Services.

Cahners Publishing Co.

Revenues	1983	1982
Media	$160,000,000	$140,000,000*
Other	40,000,000	40,000,000
Total	$200,000,000	$180,000,000

*Restated

Cahners Publishing Co., Boston, the country's 58th largest media company, had revenues from media operations of an estimated $160 million for the fiscal year ended March 31, 1983, an increase of 14% over restated media revenues of $140 million the previous year.

Media at Cahners encompass controlled circulation business publications and newsletters, and represent 80% of the company's total estimated revenues of $200 million.

The Cahners Exposition Group, which organizes and produces both trade and public attendance shows, is the company's second major profit center. Its results are not included in ADVERTISING AGE's media estimate.

For consistency, the figures used to rank Cahners in this issue are for fiscal 1983, even though the company concluded its 1984 fiscal year March 31.

However, magazine division president J. Allan Sheehan says fiscal 1984 media revenues will come very close to $250 million. He attributes the anticipated 56% media revenue increase to Cahners' increased activity in acquiring and launching new magazines.

Mr. Sheehan is quick to point out that growth within the division does not hinge solely on new properties, however. Predictably, he reports the division's strongest growth has occurred in the electronics and computers group, one of the company's five segmented publishing groups. Mr. Sheehan cites powerful performances by *EDN*, *Electronic Business*, *Electronic Packaging & Production* and *Mini-Micro Systems* as the reasons behind the group's strength this past year.

Revenues in the building and construction and manufacturing industries groups, the two hardest hit by the recent economic downturn, are resurging, Mr. Sheehan says. The building and construction group was bolstered substantially in April, 1984, when Cahners purchased *Interior Design* and *Corporate Design* from Whitney Communications Corp., New York.

Mr. Sheehan describes *Corporate Design's* inclusion in the group as "perfectly logical. It fit in very well with Building Design & Construction," he says, reporting that the company acquires magazines that lead their field and fit into the company's business plans.

"*Interior Design* stands alone more than the other publication, although the readers of many of our magazines, such as *Restaurants & Institutions*, have been more and more concerned with interior design as an element of doing business," Mr. Sheehan says. The May issue of *Interior Design* hit a hefty 458 advertising pages, he says. "It was like receiving the phone book across your desk."

In another move that should help shore up the building and construction group, the company sold the ailing *Modern Railroads* last summer. "We made a commitment and tried to help the railroad industry," he says. "However, the marketplace must be dynamic and have growth potential. In addition to serving an industry, we are interested in making a profit."

The company envisioned enough growth in the computer and chemical industries to launch publications related to these fields. *CPI Purchasing* was added to the manufacturing industries publishing group in September, 1983. Mr. Sheehan says the magazine, which is targeted to chemical purchasing professionals, has been a very strong performer, helping the manufacturing group rebound from economic setbacks.

PC Products made its debut this month, carrying 70 pages of advertising in its premiere issue. Mr. Sheehan dismisses the notion that the company is capitalizing on the popularity of personal computer publications and says Cahners is not viewing the industry as a fad business. "Unlike most pc books, we're not on the newsstand," he says. "We're sticking with a controlled distribution to a qualified and tested circulation list."

Mr. Sheehan says the company is working on two possible launches in the electronics area, and one each in the foodservice and manufacturing groups.

Although the company may be interested in diversifying its properties, it is consolidating its work force. (Cahners now has 1,500 employes in 16 cities.) The Boston corporate headquarters will relocate to Newton Corners, Mass., combining personnel currently operating out of four separate Boston-area locations. In New York, four offices also will be merged into one Park Ave. S. address. "We just realized we had too many people in too many places," Mr. Sheehan says.

He says the company is working harder than ever to best use those people. T. Harvey Wigder, who was named to the new position of vp-human resources, is charged with the task of recognizing, training, motivating and rewarding Cahners' employes who seem likely candidates to fill the company's executive ranks, according to Mr. Sheehan.

In major personnel moves, David Wexler was named group vp-medical health care group, in addition to his role as group vp-foodservice, and Terrence McDermott was selected as group vp-electronics and computers. Daniel Comiskey was moved to publisher of *Building Design & Construction* from *Security World* and *Security Distributing & Marketing*, where he was replaced by Thomas Atkins. Ron Bondlow of *CPI Purchasing*, Steward Haberman of *Specifying Engineer*, J.C. Kelly of *Electronic Packaging & Production*, Charles Messina of *Emergency Medicine* and Howard Sipe of *Appliance Manufacturer* also were named publishers. Mr. Sheehan says all of the executives were transferred from within the company, highlighting what he identifies as Cahners' commitment to promoting from within.

Cahners plans to take *Restaurants & Institutions* to once-a-week frequency, according to a reliable source.

The company also changed its own promotional campaign this past year. The effort, centered around four-color ads bearing the tag line "Cahners Means Business," is an extension of what Mr. Sheehan calls a seven-year media commitment to help the market understand the company. He says the campaign underscores Cahners' commitment to quality business-to-business communications and its desire to perform an essential service to the companies in the industries its publications address.

One of the company's complementary market services—its Profit Impact of Market Strategy program—entered its third phase June 13 at the Business Press Assn. convention in San Diego. Mr. Sheehan says the program provides guidelines and worksheets that help marketers determine the ad budget they need to reach their goals.

MEDIA PROPERTIES

Annual directories

U.S. Industrial Directory in addition to

No, we're not selling correspondence courses. Or matchbooks. We're selling advertising. And the "big money in advertising" we're talking about has to do with getting the most out of your advertising dollar. That means, in large part, choosing the right market and, of course, the right medium in that market.

Which brings us to us. The Pennysaver. Southern California's Direct Advertising System. Of course Southern California is one of the nation's premier "big money" markets. And The Pennysaver Direct Advertising System is one of the smartest ways to penetrate that market.

THERE'S BIG MONEY IN ADVERTISING

At the center of our system is The Pennysaver weekly shopping publication, which reaches almost two million households in Los Angeles, Orange, Ventura, Riverside and San Bernardino Counties with guaranteed direct mail delivery and 98% saturation in its covered market areas. Add the versatility and cost-efficiency of zone buying for geographic and demographic targeting as well as a complete set of direct marketing services—including research, mailing lists, and inserts—and you have a product that will both **make** and **save** you big money.

Call us today for a complete Pennysaver Direct Advertising System media kit.

PennySaver™

The Direct Advertising System.
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Harte-Hanks Direct Marketing/Southern California

100

annual buying guides and services directories produced by some of the individual magazines and newsletters.

Magazines

Appliance Manufacturer, Brick & Clay Record, Building Design & Construction, Building Supply & Home Centers, Business Computer Systems, Ceramic Industry, Construction Equipment, Corporate Design, CPI Purchasing, Design News, EDN, Electronic Business, Electronic Packaging & Production, Electro-Optical Systems Design, Emergency Medicine, Hotels & Restaurants International, Foodservice Equipment Specialist, Interior Design, Journal of Cardiovascular Medicine, Mini-Micro Systems, Modern Materials Handling, Packaging, PC Products, Plastics World, Professional Builder/Apartment Business, Purchasing, Restaurants & Institutions, Security Distributing & Marketing, Security World, Semiconductor International, Specifying Engineer, Traffic Management, Transition/Medicine and the Aging Process.

Newsletters

Building & Construction Market Forecast, Buying Strategy Forecast, Early Warning Forecast, Electronic Business Forecast, Energy Design Update, Hazardous Materials Transportation, Oil Spill Intelligence Report, Plastics Business News, Tradeshow Week, Transport (De)Regulation Report.

OTHER PROPERTIES

Cahners Exposition Group.

Capital Cities Communications

Revenues	1983	1982
Media	$762,300,000	$663,600,000
Other	—	—
Total	$762,300,000	$663,600,000

Capital Cities Communications, New York, is the 16th largest media company in the U.S. with 1983 revenues of $762.3 million, all from media operations. Revenues, up 14.8% from 1982, helped generate net income of $114.7 million, a 19% increase over 1982.

Capital Cities' revenue breakdown is publishing 60.3%, broadcast 30.9%, and cable 8.8%; its breakdown of income from operations is publishing 45.5%, broadcast 53.6%, and cable 0.9%.

Capital Cities' publishing division had a banner year in 1983, besting its 1982 performance by 18% in revenues and 31.6% in operating profit and increasing its contribution to the company's total operating income from 40% in 1982 to 45% in 1983. The division contributed $459.5 million in revenues and $104 million in operating income.

The company completed several acquisitions in 1983, including the *Ocean County Reporter* in Toms River, N.J., from Hackensack, N.J.-based Macromedia Inc., (until 1984 known as Bergen Evening Record Corp.); the *Little Nickel Want Ads* publications in Lynnwood, Wash., and Securities Data Co., an on-line database providing financial information to the financial banking community.

The company continued its acquisitions into 1984, picking up Abrahamsen & Co., another financial database, which was merged into Securities Data; Wilson Publishing, Narragansett, R.I., publisher of the *Narragansett Times* and the *Standard Times*, both weekly newspapers with a combined circulation of 19,000 in North Kingstown, R.I., and Sutton Industries, Mission Viejo, Cal., which publishes the *Pennysaver*, a free distribution weekly with 117 zoned editions that are distributed to more than a million households in Orange, Riverside, and San Diego counties in Southern California and to roughly 300,000 households in the Sacramento and Stockton areas of northern California.

Total ad revenue among newspapers was up 11% over 1982 and average paid circulation climbed 2%. The company's flagship newspapers, the *Kansas City Star* and *Times*, posted a 3% gain in ad linage, and introduced three new sections, "Sports Special" on Mondays, "Business Special" on Tuesdays and "Star Style Plus" on Fridays. The *Fort Worth Star-Telegram*, which soon will receive up to $70 million in capital infusion for new production facilities, set new records for operating margin, linage, ad count, inserts and paid circulation.

The resurgence of the auto industry helped the *Oakland Press* in Pontiac, Mich., best its 1982 performance, and the company's other newspapers—the *News-Democrat* in Belleville, Ill.; the *Times-Leader* in Wilkes-Barre, Pa.; the *Daily Register* in Red Bank, N.J.; the *Democrat-Herald* in Albany, Ore., and the *Daily Tidings* in Ashland, Ore.—all posted revenue gains.

In the Specialized Publications Group segment of the publishing operations, revenues reached record levels, although two dark spots marred its performance, including the folding of *Men's Wear* magazine in August and the ill-fated introduction of a consumer version of *SportStyle*, which ceased publication in September after just nine issues. The introduction ate up most of the $3.8 million the division spent on investment in 1983.

Achieving record revenues and profits were *W, Women's Wear Daily, HFD, Daily News Record, Footwear News, Supermarket News, Electronic News* and the International Medical News Group. The metals publishing group—*American Metal Market, Metalworking News, Metal Center News* and *Heat Treating*—suffered from depressed market conditions and turned in profitable results that were below 1982's.

Also achieving positive revenues and profits were *Travel Agent, Energy User News, SportStyle* (business edition), *Home Fashions, Textiles, Electronics Retailing, MIS Week* and *Multichannel News. Entree* and *Aches & Pains* were unprofitable.

A bright spot in Capital Cities' Fairchild Publications group was the introduction of *M*, an upscale, life-style magazine aimed at affluent male readers. Launched in October, the magazine has attracted advertising and the company claims its circulation and sales are encouraging.

The cable tv division posted a 26% gain in revenues, to $67 million, with operating income rising 24%, to $2.1 million. Subscriber increases, together with rate adjustments and acquisitions, resulted in a 22% increase in basic service revenue and a 35% increase in premium and tier revenues.

During 1983, Capital Cities paid $3.1 million for four cable tv systems with 6,000 subscribers in Diboll, Burke, Corrigan and Livingston, Tex., and Vinita and Nowata, Okla. Also, eight new systems that were begun in 1980 and 1981 became operational.

The broadcasting division increased revenues only 7%, to $235.8 million, due in part to a decline in national spot revenue. Four of Capital Cities' six tv stations maintained their market leading positions—WPVI, Philadelphia (ABC); WKBW, Buffalo (ABC); KTRK, Houston (ABC), and KFSN, Fresno (CBS)—with WTNH, Hartford (ABC) and WTVD, Durham-Raleigh (CBS), holding on to second place in their markets.

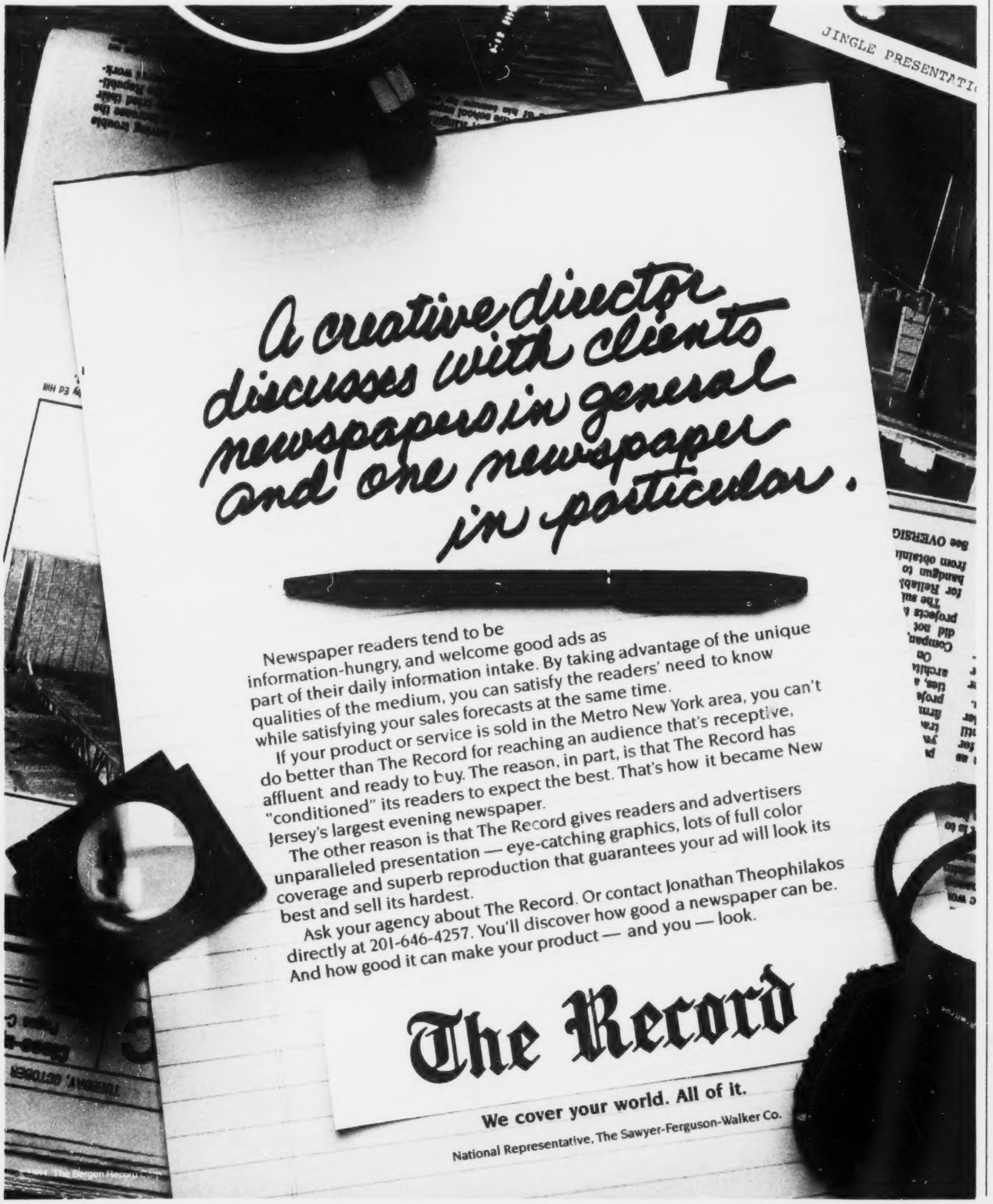
The company's radio stations produced record revenues and operating income in 1983, with most maintaining strong market positions in spite of continued audience fragmentation. On Dec. 2, Capital Cities sold WROW (am, fm) in Albany, N.Y., the first radio station owned by the communications company. Left with six fm and six am stations, Capital Cities was on the acquisition trail at year's end.

MEDIA PROPERTIES

Broadcasting

TV: KTRK, Houston; KFSN, Fresno, Cal.; WKBW, Buffalo; WPVI, Philadelphia; WTNH, New Haven-Hartford; WTVD, Durham-Raleigh.

RADIO: KZLA (am, fm), Los Angeles; WPAT (am, fm), Paterson, N.J.; WJR (am), WHYT (fm), Detroit; WBAP (am), KSCS (fm), Dallas-Fort Worth; WKBW (am), Buffalo, WKHX (fm), Marietta-Atlanta; WPRO (am, fm),


JINGLE PRESENTATI
A creative director discusses with clients newspapers in general and one newspaper in particular.

Newspaper readers tend to be information-hungry, and welcome good ads as part of their daily information intake. By taking advantage of the unique qualities of the medium, you can satisfy the readers' need to know while satisfying your sales forecasts at the same time.

If your product or service is sold in the Metro New York area, you can't do better than The Record for reaching an audience that's receptive, affluent and ready to buy. The reason, in part, is that The Record has "conditioned" its readers to expect the best. That's how it became New Jersey's largest evening newspaper.

The other reason is that The Record gives readers and advertisers unparalleled presentation — eye-catching graphics, lots of full color coverage and superb reproduction that guarantees your ad will look its best and sell its hardest.

Ask your agency about The Record. Or contact Jonathan Theophilakos directly at 201-646-4257. You'll discover how good a newspaper can be. And how good it can make your product — and you — look.

The Record

We cover your world. All of it.

National Representative, The Sawyer-Ferguson-Walker Co.

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100

Providence.

Cable/video

ARIZONA: Clifton, Cottonwood, Globe, Holbrook, Page, Safford Show Low, Winslow. CALIFORNIA: Burlingame, Modesto, Oakdale, Santa Rosa. ILLINOIS: Highland Park. INDIANA: Greenwood. IOWA: Sioux City. KANSAS: Abilene, Beloit, Clay Center, Concordia. MICHIGAN: Plymouth, Saline. MISSISSIPPI: Clarksdale, Gulfport. MISSOURI: Brookfield, Joplin, Kirksville, Trenton. NEBRASKA: Norfolk. NEW MEXICO: Rio Rancho, Roswell. NORTH DAKOTA: Fargo. OHIO: Green Township. OKLAHOMA: Altus, Ardmore, Hobart, Idabel, Mangum, Miami, Nowata, Ponca City, Vinita. TENNESSEE: Dyersburg. TEXAS: Aransas Pass, Bonham, Burke, Childress, Corrigan, Denison, Diboll, Lampasas, Livingston, Lufkin, Odessa, Port Lavaca, Sherman, Wellington.

Magazines/specialized publications

Fairchild Publications: *American Metal Market, Daily News Record, Electronic News, Electronics Retailing, Energy User News, Entree, Footwear News, HFD-Retailing Home Furnishings, Heat Treating, Home Fashions Textiles, M, MIS Week, Metal Center News, Metalworking News, Multichannel News, SportStyle* (business edition), *Supermarket News, Women's Wear Daily, W*. International Medical News Group: *Aches & Pains, Clinical Psychiatry News, Family Practice News, Internal Medicine News, Mercury Press, OB. GYN. News, Pediatric News, Skin & Allergy News.* Professional Press Group: *International Contact Lens Clinic, Journal of Learning Disabilities, Optical Index, Optometric Monthly.* American Traveler Group: *El Travel Agent Internacional, Interline Reporter, Travel Agent.* Capital Cities has two philatelic publications, *Stamp Collector* and *Stamp Wholesaler.*

Electronic publishing

Securities Data.

Newspapers (daily)

ILLINOIS: *Belleville News-Democrat.* MICHIGAN: *Oakland Press* (Pontiac). MISSOURI: *Kansas City Star, Kansas City Times.* NEW JERSEY: *Red Bank Daily Register.* OREGON: *Albany Democrat-Herald, Ashland Daily Tidings.* PENNSYLVANIA: *Wilkes-Barre Times-Leader.* TEXAS: *Fort Worth Star-Telegram.*

Newspapers (nondaily)

CONNECTICUT: Shore Line Newspapers, Guilford. ILLINOIS: *Highland News-Leader.* NEW JERSEY: *Ocean County Reporter* (Toms River). OREGON: *Cottage Grove Sentinel, Gresham Outlook, Lebanon Express, Newport News-Times, Sandy Post, Springfield News.* RHODE ISLAND: *Narragansett Times, Standard Times.* TEXAS: *Arlington Citizen-Journal.*

Pennysavers

CALIFORNIA: *Pennysaver* (Orange, Riverside and San Diego counties, Sacramento and Stockton). KANSAS/MISSOURI: *Pennypower Shopping News* (Wichita and Topeka, Kan., Springfield, Mo.). WASHINGTON: *Little Nickel Want Ads* (Seattle-Tacoma.)

CBS Inc.

Revenues	1983	1982
Media	$2.683 bil.	$2.435 bil.
Other	1.857 bil.	1.688 bil.
Total	$4.540 bil.	$4.123 bil.

CBS Inc., New York, is the nation's second largest media company, with revenues from media operations estimated by Advertising Age at $2.68 billion in 1983, up 10.2% from 1982.

Tv and radio broadcasting contributed $2.39 billion to 1983's performance, up 10% from 1983; magazine publishing added an estimated $293.5 million in revenues, up about 9%.

Total operating revenues of $4.5 billion represented an increase of 9.8% over 1982. Net income was up 68% to $187.2 million in 1983.

The company's performance in 1983 was boosted by cost-control measures implemented at the beginning of the year.

The broadcast group, for example, allowed 400 jobs to evaporate through attrition and was aiming at a total savings of $100 million. Early in 1984, there were major personnel moves in the broadcast group, leading to speculation concerning a successor to chairman-ceo Thomas Wyman in the president's office he vacated when he took over from William Paley.

In the broadcast group, CBS Television Network posted both sales and profit gains, but they were dampened by soft upfront sales in the first two quarters of the year and soft scatter market sales in the latter half of the year.

CBS television network backed off its stance to refuse to guarantee audience demographics during the summer and began offering guarantees on female audiences.

In 1983, CBS continued its battle with the FCC over rights to syndication, a battle that carried over into 1984.

Among new ventures, Extravision, a CBS entry into the teletext market, was introduced in 1983, withdrawn, then reintroduced. It ended the year with few viewers, mainly because of the lack of inexpensive, readily available converters.

Venture One, CBS's joint videotex experiment with American Telephone & Telegraph, ended testing in 1983. In February, 1984, CBS announced a joint venture to begin development of a commercial videotex system with IBM and Sears, Roebuck & Co. It is not expected to begin operation for several years.

CBS ended the year in exploratory talks with Communications Satellite, concerning a possible joint venture in direct broadcast satellite.

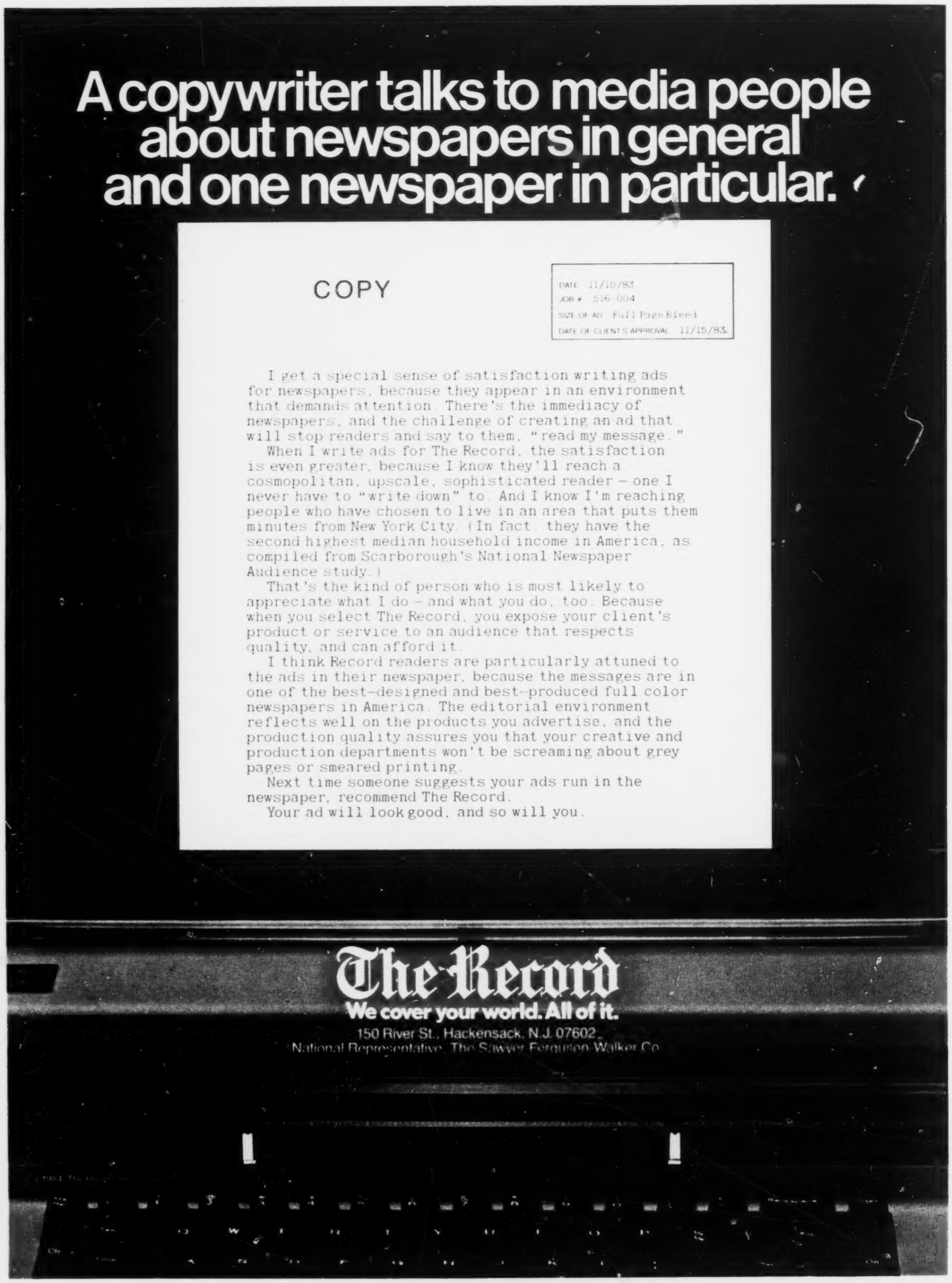
CBS won the ratings war in both the 1982-83 season and the 1983-84 season. The former season saw six CBS offerings in the top 10 and 12 in the top 20 shows, including three of the four new shows that made the top 20. A highlight was the move of "Simon & Simon," which ranked 70th in the 1981-82 season, to seventh in the 1982-83 season. Another was the final episode of "M*A*S*H," which set records with a 60% share of the tv audience.

Notable also was CBS' gain in daytime tv, where it ran neck and neck with the traditional leader, ABC, in the last two quarters.

Reflecting strong confidence in its 1983-84 program schedule, CBS announced only 3½ hours of new programing in 1984, the smallest offering in its history.

The healthiest percentage revenue gains were posted by news and sports, with prime-time revenues growing at a more modest pace and late-night revenues remaining flat.

CBS Sports won the battle with NBC for rights to National Collegiate Athletic Assn. basketball games. Its broad-



A copywriter talks to media people about newspapers in general and one newspaper in particular.

COPY

DATE 11/10/83
JOB # 516 004
SIZE OF AD Full Page Bleed
DATE OF CLIENTS APPROVAL 11/15/83

I get a special sense of satisfaction writing ads for newspapers, because they appear in an environment that demands attention. There's the immediacy of newspapers, and the challenge of creating an ad that will stop readers and say to them, "read my message."

When I write ads for The Record, the satisfaction is even greater, because I know they'll reach a cosmopolitan, upscale, sophisticated reader – one I never have to "write down" to. And I know I'm reaching people who have chosen to live in an area that puts them minutes from New York City. (In fact, they have the second highest median household income in America, as compiled from Scarborough's National Newspaper Audience study.)

That's the kind of person who is most likely to appreciate what I do – and what you do, too. Because when you select The Record, you expose your client's product or service to an audience that respects quality, and can afford it.

I think Record readers are particularly attuned to the ads in their newspaper, because the messages are in one of the best-designed and best-produced full color newspapers in America. The editorial environment reflects well on the products you advertise, and the production quality assures you that your creative and production departments won't be screaming about grey pages or smeared printing.

Next time someone suggests your ads run in the newspaper, recommend The Record.

Your ad will look good, and so will you.

The Record
We cover your world. All of it.
150 River St., Hackensack, N.J. 07602
National Representative, The Sawyer Ferguson Walker Co.

cast of the 1983 championship game drew a larger audience than any previous basketball game. The CBS football audience was the second largest ever for the network's football broadcast season, but CBS Sports coverage of the Super Bowl in January, 1984, was less than well-received. Agreements with the National Basketball Assn. and the Professional Golfers' Assn. were renewed in 1983.

"The CBS Evening News with Dan Rather" continued to lead the network news ratings in 1983 with an average audience advantage of 20%, and format changes in "The CBS Morning News" that expanded viewing time and helped the program score a 21% ratings gain. Each of the network's five owned and operated (o&o) tv stations achieved record revenues and profits in 1983.

The radio division posted sharp gains compared with 1982, with the CBS network leading in the top 20 network sponsored programs for the 19th consecutive ratings period. The network also concluded extension agreements with Major League Baseball for the All-Star game, league championships and the World Series through 1989; with the National Football League for a 37-game schedule, including the Super Bowl, through the 1984 season, and with the NCAA for tournament basketball through the 1984 season. The network also converted from land line to all-satellite delivery in 1983.

RADIORADIO, the division's young adult radio network, increased its affiliates to 133 and planned to introduce a second music series this year. The network also introduced "Top 30 USA," a popular music program aired on 212 affiliated stations by yearend.

Among the o&o radio stations, KNX-FM in Los Angeles changed its call letters to KKHR and switched to the Contemporary Hit Radio format, the fifth CBS fm station to do so. CBS credits the format with solidifying audience gains among listeners 12 years and older, now at 6.2 million.

CBS sold WEEI-AM in Boston, the 14th and only non-50,000-watt station in the company's stable, to Helen Broadcasting of Framingham, Mass., whose president, John E. Baker, has been vp-general manager of WEEI the past two years. The sale was to make way for the purchase for $27 million of KRLD (am, fm) in Dallas and four Texas satellite-delivered radio networks, all owned by Metromedia. However, Metromedia decided to hold on to these properties, leaving CBS presumably still looking for a 50,000-watt station.

The CBS/Publishing Group, which includes education and trade texts through Holt Rinehart Winston, software publishing and general interest magazines, turned in record performances in both revenues and profits, with revenues up 8.9%, to $587 million, and operating profits up 45%, to $55.2 million. ADVERTISING AGE estimates the magazines—the only subgroup to qualify as media in its terminology—accounted for half of the division's revenues.

The magazines division, created from the old consumer publishing division, increased revenues substantially and more than doubled profits over 1982. The division underwent a sweeping reorganization designed to make each magazine its own profit center.

Woman's Day, sporting a new editorial design and a hefty promotion budget, had a record year, as did *Field & Stream*. *Audio* magazine and *Cuisine* posted advertising gains; *American Photographer* increased both advertising pages and circulation, the latter through the acquisition of the assets of *Camera Arts* magazine.

Family Weekly, the division's Sunday newspaper magazine, increased distribution to 366 newspapers for a total circulation of 12.8 million, but suffered declines in both ad revenues and pages at the hands of freestanding newspaper inserts.

Nonmedia contributing divisions include:

- CBS/Records Group reported strong earnings aided by Michael Jackson's "Thriller," the group's all-time best-selling album, and by exorcising the poorly performing home video business from the division.
- CBS/Columbia Group, which had increased revenues but an operating loss attributed to poor sales in CBS Toy's videogame software line, a decline that has continued into the first two quarters of the new year.
- CBS/FOX, a home video-oriented joint venture between CBS and 20th Century-Fox Film Corp. (video titles include "The Verdict," "Porky's" and "Sophie's Choice"), had solid financial and operating results, according to the company.
- Tri-Star Pictures, a joint venture formed in 1983 among CBS, Columbia Pictures and Home Box Office, issued "The Natural," starring Robert Redford as its first release in May, 1984. Other films slated for 1984 release include "The Muppets Take Manhattan," "The Evil that Men Do" with Charles Bronson and "Songwriter" with Willie Nelson.

MEDIA PROPERTIES

Broadcasting

TV: CBS Television Network, network-owned stations—KNXT, Los Angeles; WBBM, Chicago; KMOX, St. Louis; WCBS, New York; WCAU, Philadelphia.

RADIO: CBS Radio Network, RADIORADIO, network-owned stations—KNX (am), KKHR (fm), Los Angeles; KCBA (am), KRQR (fm), San Francisco; WBBM (am, fm), Chicago; KMOX (am, fm), St. Louis; WCBS (am, fm), New York; WCAU (am, fm), Philadelphia.

Cable/video

CBS/Black Hawk Cable Communications, a cable system in Dallas/Fort Worth; CBS/Fox Co., a partnership with 20th Century-Fox in home video; Extravision, national teletext service; Tri-Star Studios, venture with HBO and Columbia Pictures for motion picture production.

Magazines

American Photographer, Audio, Cuisine, Cycle World, Family Weekly, Field & Stream, Mechanix Illustrated, Road & Track, Woman's Day, World Tennis.

OTHER OPERATIONS

CBS Broadcast International; international tv syndication; Holt Rinehart Winston and Winston Press; music publishing, musical instruments including Steinway & Sons pianos, Fender guitars, Gulbransen organs, Lyon & Healy harps, Gemeinhardt flutes and piccolos, Rogers drums and Rhodes electronic pianos and synthesizers; CBS Records and tapes; CBS/FOX Co. home video software; Ideal Toys; Tri-Star Pictures (joint venture, movies).

Central Newspapers

Revenues	1983	1982
Media	$346,000,000	$315,000,000
Other	——	——
Total	$346,000,000	$315,000,000

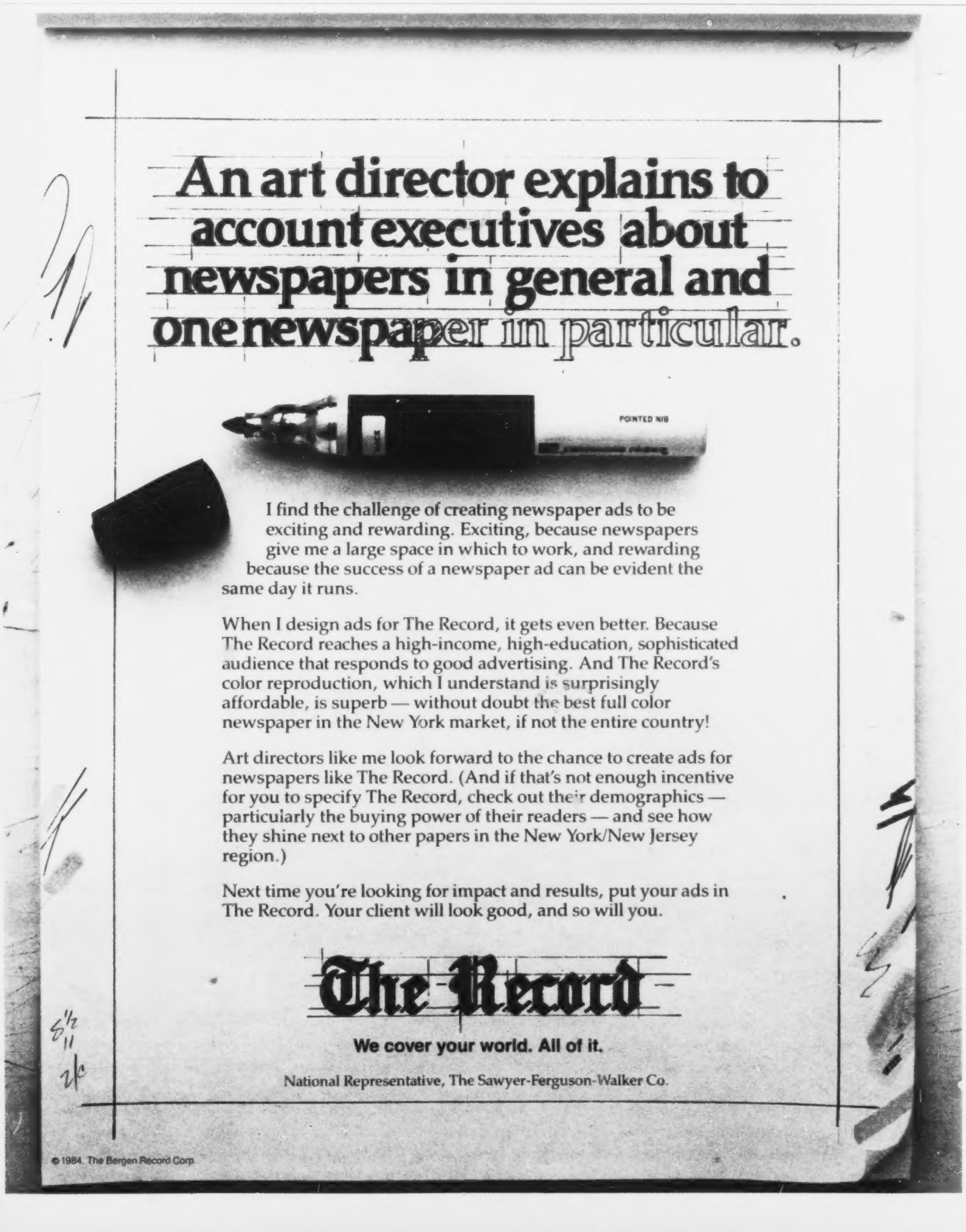
Central Newspapers, Indianapolis, is the nation's 26th largest media company with 1983 revenues estimated by ADVERTISING AGE at $346 million, compared with an estimated $315 million in 1982, all from media properties.

Privately owned Central Newspapers continues to put most of its efforts into newspapers in the Phoenix and Indianapolis markets.

Next September, Central is entering a new media market in Phoenix, in which its R/G Cable subsidiary will introduce Tele-Guide Metro Phoenix, a public access video terminal service.

The service, consisting of 75 terminals in 30 locations, will provide restaurant, hotel and shopping information and will be free to the user.

R/G Cable also leases three channels from a Storer Broadcasting System cable system. It runs 24-hour text news on one channel, text classified ads on a second and audio-video housing ads



An art director explains to account executives about newspapers in general and one newspaper in particular.

I find the challenge of creating newspaper ads to be exciting and rewarding. Exciting, because newspapers give me a large space in which to work, and rewarding because the success of a newspaper ad can be evident the same day it runs.

When I design ads for The Record, it gets even better. Because The Record reaches a high-income, high-education, sophisticated audience that responds to good advertising. And The Record's color reproduction, which I understand is surprisingly affordable, is superb — without doubt the best full color newspaper in the New York market, if not the entire country!

Art directors like me look forward to the chance to create ads for newspapers like The Record. (And if that's not enough incentive for you to specify The Record, check out their demographics — particularly the buying power of their readers — and see how they shine next to other papers in the New York/New Jersey region.)

Next time you're looking for impact and results, put your ads in The Record. Your client will look good, and so will you.

The Record

We cover your world. All of it.

National Representative, The Sawyer-Ferguson-Walker Co.

© 1984, The Bergen Record Corp.

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on a third. The channels now reach 75,000 subscribers, up from 45,000 the year earlier.

"The real estate channel is doing only fair," says Joe Cole, R/G manager. "The real estate market here is strong, and I'm not sure that's helping us, but we are getting some response."

R/G is involved with Times Mirror Co. in videotex experiments and will begin testing a videotex service in Los Angeles this summer.

Central's seven newspapers dominate the Arizona and Indiana markets they serve. The largest of the papers is the morning *Arizona Republic*. That property and its sister paper, the evening *Phoenix Gazette*, continue to enjoy a steady growth of about 5% circulation a year, Central president Frank Russell says.

Mr. Russell says Central's satellite plant in Mesa, Ariz., completed in 1983, "has helped us to give better service to our subscribers."

Combined morning and evening circulation of the Arizona papers, from the ABC for the six months ended March 31, 1984, was 435 518, up 3.4% from earlier previous period. For Sunday, the *Republic* posted 469,179, up 4.5%.

Indianapolis is the second largest market for Central. The combined circulation of the company's morning *Indianapolis Star* and evening *Indianapolis News* rose to 361,863, up 0.3%. Sunday circulation of the *Indianapolis Star* also gained, climbing to 388,123, up 3.8%.

Central's *Muncie Star* and *Press* posted a combined daily circulation of 46,404, a slight drop, and the morning *Star* had a Sunday circulation of 34,933, a slight increase.

In Vincennes, Ind., the *Vincennes Sun-Commercial* (evening and Sunday) has a daily circulation (Monday through Friday) of 14,871, up 0.7%, and Sunday circulation of 15,927, up 0.3%.

MEDIA PROPERTIES

Cable/video

R/G Cable, introducing Tele-Guide in Phoenix and operating three channels in the Phoenix area.

Newspapers

ARIZONA: *Arizona Republic, Phoenix Gazette*. INDIANA: *Indianapolis Star, Indianapolis News, Muncie Press, Muncie Star, Vincennes Sun-Commercial.*

Chris-Craft Industries

Revenues	1983	1982
Media	$122,000,000	$53,500,000
Other	18,500,000	23,000,000
Total	$140,500,000	$76,500,000

Chris-Craft Industries, New York, entered the list this year as the 76th largest media company, with 1983 media revenues of $122 million, or 86.8% of $140.5 million in total revenues. ADVERTISING AGE media figures were determined by consolidating United Television's media revenues of $56.2 million with Chris-Craft's media revenues of $65.8 million for the year.

Media revenues increased 228% from 1982 media figures of $53.5 million, primarily due to Chris-Craft's increasing share of ownership in United Television, Minneapolis, from 19% in 1981 to 50.1% in 1983, and record earnings from its tv stations. The growth further demonstrates the company's redirection in business emphasis from manufacturing to broadcasting over the past six years, which has grown from 18% to 81% of company assets. Total revenues for Chris-Craft in 1982 were $76.5 million.

Chris-Craft first received 19% of UTV common stock as a dividend on its shares of 20th Century-Fox Film Corp. Afterward, Chris-Craft received $140.8 million in cash when it sold its 23% share in Fox. That cash went toward purchasing additional shares of UTV. As a result of purchases by UTV of its own shares on Nov. 16, 1983, Chris-Craft's ownership equaled 50.1% of UTV outstanding shares.

During this year of media company takeovers, Chris-Craft was quick to protect itself. In an attempt to thwart a takeover by Rupert Murdoch's News America Corp. Chris-Craft Industries chairman, Herbert Jay Siegel, arranged an asset swap with Warner Communications chairman, Steven J. Ross, in early 1984. To block Mr. Murdoch's efforts, Warner acquired a 42.5% equity position in BHC Inc., which comprises Chris-Craft's Television Division. Chris-Craft in turn received 19% of Warner. This made Warner a tv operator blunting the takeover attempt by Australian-born Mr. Murdoch because of limitations on foreign nationals owning tv stations.

The battle ended in March after 15 weeks when Mr. Murdoch sold back his shares of Warner and made profits of $41 million. Chris-Craft, however, came out a winner as well. Warner's vast film library provides a logical extension of their development in broadcasting and entertainment.

Chris-Craft's Television Division, the company's primary business, completed another year of record operating revenues and income. The six independent tv stations controlled by Chris-Craft rank as the fourth largest independent tv group in the country, based on households served. Company officials are reticent, however, to speak about their growth.

Chris-Craft attributes its success in broadcasting to meeting an increasing demand for tv advertising, larger viewing audiences, innovating their scheduling and programing, and providing quality news and public affairs presentations to gain viewer respect.

In July, Arbitron Ratings Co. named the Los Angeles tv station, KCOP, a vhf station, the highest rated independent station in that market. The Los Angeles market is considered the most competitive tv market and includes seven competing vhf stations.

The station's news coverage improved during the past year when it switched to electronic videotape equipment from film camera equipment.

KCOP also installed a satellite receiving dish, which enables the station to cover worldwide news.

In July, United Television purchased its first uhf station, KBHK, San Francisco. Company officials look for great growth potential in the nation's fifth largest tv market.

Chris-Craft remains involved with Operation Prime Time, which provides first-run programing to local stations. OPT, created in 1976, produced such shows as "Smiley's People," "Blood Feud" and the miniseries "Sadat" in 1983.

In March, the company filed an application with the FCC for a license to provide cellular radio service in seven markets, located primarily in the Sunbelt.

Chris-Craft's other line of business is a collection of small manufacturers of plastic flexible films and foams, latex foams and non-woven fiber products.

MEDIA PROPERTIES

Broadcasting

TV: KBHK*, San Francisco; KCOP, Los Angeles; KMOL*, San Antonio; KMSP*, Minneapolis/St. Paul; KPTV, Portland; KTVX*, Salt Lake City.

*United Television Inc. owned.

Chronicle Publishing Co.

Revenues	1983	1982
Media	$325,000,000	$296,300,000
Other	——	——
Total	$325,000,000	$296,300,000

Chronicle Publishing Co., San Francisco, is the nation's 29th largest media company with 1983 revenues estimated by ADVERTISING AGE at $325 million, all from media operations.

The company is wholly owned by the family trust of the M.H. de Young estate, and has published the *San Francisco Chronicle*, the city's leading newspaper, since 1865.

The *Chronicle* is the major source of the company's revenues. Daily circulation as of the ABC March, 1984, statements was 539,450, up 0.4%, and the Sunday *San Francisco Sunday Exam-*

A client speaks to his agency about newspapers in general and one newspaper in particular.

For our advertising investment, we expect ads to work hard by using each medium in the most creative, compelling way. And we want our agency to make an informed judgment on the ways that the editorial environment of the medium enhances our message.

When the medium is newspaper, that judgment should be based on reporting excellence and graphic presentation, as well as quality demographics.

In Metro New York, one newspaper is an outstanding example of the "environmental enhancement" I'm referring to: The Record. Its readers across affluent Bergen and Passaic counties in New Jersey have the second highest median household income in America, according to Scarborough. And it gives them award-winning reporting in full color, using more color than almost every other newspaper in the country. I'm particularly impressed by the way four-color ads look in The Record.

Simply stated, The Record combines my kind of audience with my kind of impact.

That's the kind of added value—"environmental enhancement"—I want in my media plan. Let's contact The Record's National Advertising Manager, Jonathan Theophilakos, at (201) 646-4257. And let's put The Record's added value to work. It will make us both look good.

The Record

We cover your world. All of it.

National Representative, The Sawyer-Ferguson-Walker Co.

©1984. The Bergen Reco

iner & Chronicle, jointly published with the Hearst Corp., was 706,150, up 1.5%.

The *Chronicle* has become a livelier, more readable paper in the last three years, a credit to such recent additions as the Wednesday Briefing section of international news and *This World*, a Sunday tabloid feature section.

The company also owns the *Bloomington* (Ill.) *Daily Pantagraph*, whose daily circulation as of March, 1984, is 52,786, up 0.6% from the previous year, and Sunday circulation 55,180, up 2.8%.

Chronicle Broadcasting Co. still owns its leading tv station, the San Francisco NBC affiliate KRON, after yearlong negotiations to sell it to Gannett Co. broke down last December.

"The station is no longer for sale," says Francis Martin, president, Chronicle Broadcasting, adding that the company's strategy is to "maintain a presence in television broadcasting."

"We're beating KGO [the second ranked ABC affiliate] in the 5 p.m. slot," Mr. Martin says. "The spread between the three stations in San Francisco [KPIX, the CBS affiliate, leads] is not nearly what it was." KRON won a Peabody award this year for its documentary on El Salvador and a series on Vietnam veterans won a Du Pont award. The station was nominated for 47 Emmy awards and received 11 in 1984.

The company is determined to maintain its dominance in Wichita, Kan., where it owns the No. 1 rated station, KAKE-TV, and in Omaha, where it owns the leading station, WOWT-TV.

Western Communications, the company's cable tv subsidiary, has completed rebuilding five of its systems. Currently, four can transmit 35 channels and one sends 27 channels. A pay-per-view experiment is under way on the South San Francisco system. "We're finding that rock concerts and sporting events pull better than movies," says Ed Allen, president, Western Communications.

Western Communications has 148,000 subscribers and "we're in an acquisition mode this year for other systems," Mr. Allen says. Locally produced commercial spots inserted in satellite programs will be tested during the second half of 1984 in the Monterey system, which has 60,000 subscribers. The company also is experimenting with retail sales outlets for its cable services.

Last December, Chronicle Videotex rolled out "the first public access videotex in the U.S.," says Peter Thieriot, president of the system and brother of the newspaper's publisher-ceo. The computer information system has 33 terminals installed in heavy tourist traffic areas. During the Democratic National Convention in July, Chronicle Videotex will provide more than 300 terminals at the convention center.

Chronicle Videotex provides information such as location and times of tourist attractions, restaurants (which can include menus or specials that can be updated within 90 seconds of a change), weather, sporting events and shopping services. The system is registering 45,000 pages of information called up a day with more than 75,000 people using it each month, according to Mr. Thieriot. The Chronicle plans to extend the service to three other cities, one of them Phoenix, later this year.

MEDIA PROPERTIES

Broadcasting

TV: KAKE, Wichita, Kan.; KRON, San Francisco; KUPK, a satellite of KAKE in Garden City, Kan., and WOWT, Omaha, Neb.

Cable/video

Western Communications serving subscribers in: CALIFORNIA: Butte County, Carmel-by-the-Sea, Carmel Valley, Chico, Clayton, Concord, Contra Costa County, Corning, Del Monte Forest, Del Ray Oaks, Glenn County, Marina, Monterey County, Orland, Pacific Grove, Salinas, San Mateo County, Seaside, South San Francisco, Willows. NEW MEXICO: Dona Ana County, Los Cruces, Mesilla.

Newspapers (dailies)

CALIFORNIA: *San Francisco Chronicle*, *San Francisco Sunday Examiner & Chronicle* (owned jointly with the Hearst Corp.). ILLINOIS: *Bloomington Daily Pantagraph*.

OTHER OPERATIONS

Chronicle Videotex, Chronicle Productions, Chronicle Features & Chronicle Books.

The media leaders: Newspaper revenues (1983)

Estimated newspaper revenues of 100 Leading Media Companies

Company	Newspaper revs. Est. ($000,000) 1983	Newspaper revs. Est. ($000,000) 1982	Newspaper % of '83 media revs.	Top newspaper by circulation	Circulation Circ.	Circulation % change '83
Knight-Ridder Newspapers	1,317.3	1,190.0	90.8	Detroit Free Press	631,087	-0.7
Gannett Co.	1,294.6	1,156.6	77.5	USA Today	1,179,834	—
Times Mirror Co.	1,266.8	1,140.4	75.5	Los Angeles Times	1,057,536	-0.3
Advance Publications	1,194.2	1,149.3	68.6	Cleveland Plain Dealer	492,002	-1.1
Tribune Co.	1,137.4	1,041.4	81.4	New York Daily News	1,374,858	-9.2
New York Times Co.	833.2	674.2	77.7	New York Times	970,051	0.7
Dow Jones & Co.	738.1	623.0	90.4	Wall Street Journal	2,100,000	3.3
Scripps-Howard	650.0	575.0	86.6	Rocky Mountain News	319,177	-1.6
Hearst Corp.	548.0	512.2	49.1	Los Angeles Herald-Examiner	236,660	-10.8
Cox Enterprises	467.0	425.0	19.8	Atlanta Constitution	226,232	5.2
Washington Post Co.	440.0	398.7	50.7	Washington Post	768,288	2.8
Central Newspapers	345.1	314.5	99.7	Phoenix Republic	314,460	4.4
Capitol Cities Communications	289.6	256.2	38.0	Kansas City Times	288,635	5.2
News America Publications	287.0	240.0	88.9	New York Post	963,069	0.2
Thomson Holdings, Int'l.	281.6	254.0	46.3	Globe & Mail (Toronto)	310,000	
Affiliated Publications	278.5	244.2	95.0	Boston Globe	510,000	0.4
Chronicle Publishing Co.	245.0	223.6	75.4	San Francisco Chronicle	539,450	0.8
Harte-Hanks Communications	238.8	227.0	71.9	Corpus Christi Caller & Times	83,907	-1.9
Copley Newspapers	233.7	207.3	98.7	San Diego Union	220,301	-0.5
Cowles Media Co.	227.8	190.0	100.0	Minneapolis Star & Tribune	372,179	2.8
Freedom Newspapers	210.5	194.0	93.6	Santa Ana Register	279,452	7.9
Media General	208.8	183.4	63.7	Tampa Tribune	216,864	0.0
Oklahoma Publishing Co.	207.8	198.5	62.0	Oklahoman & Times	235,759	N/A
Morris Communications	196.4	117.6	100.0	Florida Times-Union	162,831	1.6
Evening News Assn.	187.5	180.0	80.0	Detroit News	628,493	1.3
Houston Chronicle Publishing Co.	186.2	167.9	100.0	Houston Chronicle	438,760	N/A
McClatchy Newspapers	183.0	158.0	85.1	Sacramento Bee	224,589	0.5
A. H. Belo Corp.	163.4	134.7	67.5	Dallas Morning News	340,502	3.7
Landmark Communications	159.0	149.5	60.0	Norfolk Virginia Pilot	139,627	1.9
Journal Co.	149.0	141.0	84.0	Milwaukee Journal	306,055	-0.6
Pulitzer Publishing Co.	145.2	134.4	60.0	St. Louis Post-Dispatch	213,260	-16.1
National Enquirer	142.0	140.0	100.0	National Enquirer	4,500,000	-6.0
Seattle Times Co.	135.0	116.5	100.0	Seattle Times	226,038	-9.5
Donrey Media Group	133.5	116.4	86.9	Las Vegas Review-Journal	101,965	4.3
Howard Publications	129.0	123.2	86.0	Hammond (Ind.) Times	69,158	-1.0
Ingersoll Publications Co.	129.0	95.0	100.0	Trentonian	67,815	
Times Publishing Co.	124.0	111.4	92.0	St. Petersburg Times	282,653	3.2
Lee Enterprises	120.6	112.1	73.0	Wisconsin State Journal & Capitol Times	106,927	-1.0
A. S. Abell Co.	120.0	107.2	70.6	Baltimore Sun	185,510	4.1
Blade Co.	114.8	115.3	86.9	Pittsburgh Post-Gazette	178,284	0.6
Dispatch Printing Co.	109.0	99.0	77.9	Columbus Dispatch	208,548	-0.1
Providence Journal Co.	102.0	98.0	68.6	Providence Bulletin	129,698	-2.5
Courier-Journal & Louisville Times Co.	92.0	90.0	86.0	Louisville Courier-Journal	167,310	-2.2
Multimedia Inc.	90.7	82.2	33.9	Greenville (S.C.) News/Piedmont	110,133	1.0
Times Journal Co.	84.0	73.7	100.0	Service (Times) Publications	320,000	
Macromedia Inc.	75.7	66.0	86.0	Record	153,480	2.4
Des Moines Register & Tribune Co.	66.7	68.7	75.4	Des Moines Register	238,609	-0.6
Triangle Publications	62.0	57.3	11.0	Daily Racing Form	87,567	N/A
Allbritton Communications Co.	60.0	55.9	48.3	Trenton Times	65,990	
Stauffer Communications	50.4	44.4	65.0	Topeka Capitol-Journal	67,595	-1.0
Park Communications	44.0	35.7	51.0	Lockport Union Sun & Journal	18,074	0.0
Jefferson-Pilot Corp.	42.8	42.6	39.2	Beaumont Enterprise	73,492	
Time Inc.	27.5	25.0	1.2	Evanston (Ill.) Review	18,816	
Maclean-Hunter Communications	15.0	0.0	13.0	Houston Post	395,786	N/A
Meredith Corp.	9.0	9.0	0.4	Hollywood (Cal.) Independent	47,550	

Source: Advertising Age

Continental Cablevision

Revenues	1983	1982
Media	$156,000,000	$108,700,000
Other	—	—
Total	$156,000,000	$108,700,000

Continental Cablevision, Boston, is the country's 60th largest media company, with revenues of $156 million in 1983, an increase of 43.5% from 1982 revenues of $108.7 million. All revenues are from media.

The company will likely maintain its revenue growth in 1984 with the purchase in January of the Jacksonville, Fla., franchise from Area Communications.

The purchase for an estimated $106.5 million moved Continental from tenth to eighth place among the country's cable operators, according to Paul Kagan & Associates, a California consulting company that follows the industry. It also increased the company's assets from $270 million in 1982 to $480 million.

The Jacksonville franchise, which has between 86,000 and 93,000 subscribers, boosted Continental's total claimed subscriber rolls 11% to 12%, to 859,000.

Although the acquisition took the company into a new geographical area, it fit into the basic expansion strategy at Continental, which is nearly 25% owned by Dow Jones & Co.

"The available pool of attractive [new] franchises is virtually depleted. If you're interested, you have to go into the acquisition market," says Robert Stengel, director-corporate services.

Continental, like others in the industry, has concentrated its holdings within certain geographic areas for better control and economies of scale.

Mr. Stengel says its traditional areas are the Northeast, Midwest and Virginia. The management style of the company, which was formed in 1963 by Harvard Business School classmates Amos Hostetter, president-ceo, and H.I Grousveck, chairman, is to decentralize its operations and allow regional officers to handle the operating decisions.

Continental has grown through aggressive pursuit of franchises and acquisitions, primarily in suburban areas, which Mr. Stengel says clearly don't present the same restrictions as do the larger urban areas.

With more than 2 million homes within its franchise network, Continental plans to concentrate on building its subscriber rolls this year, while not ignoring a strong acquisition if it presents itself.

Kagan & Associates says Continental is a "tightly managed, aggressive, financially well connected company . . . that would be an attractive takeover," but Mr. Stengel says the operation has no intention to sell out.

He notes the company's relationship with Dow Jones is strictly financial, and part of the terms of the deal reached two years ago was that Dow Jones would not move toward a takeover for at least 10 years.

MEDIA PROPERTIES

Cable/Video

Systems in 13 states. CALIFORNIA: Big Valley Cablevision Inc. (94% interest), serving Manteca/Lathrop and Stockton/San Joaquin County. ILLINOIS/IOWA: Continental Cablevision of Illinois Inc., serving Freeport/Cedarville/Stephenson County; Keokuk/Carthage/Hamilton /Warsaw, Kewanee; Lincoln/Logan County; Morton, Ill.; Pekin/Groveland/Marquette Heights/N. Pekin/S. Pekin/Tazewell County/Tremont, and Quincy, Ill. CHICAGO REGION: Continental Cablevision of Cook County Inc., Calumet City/Calumet Park/Dolton/Riverdale; Elmhurst/Berkeley/Oakbrook Terrace/Bensenville; Forest Park; Franklin Park/River Grove/Rosemont/Schiller Park; Lombard; unincorporated DuPage County; Westchester/Hillside; Westmont/unincorporated Westmont. Continental Cablevision of Morton Grove Inc., Morton

Grove. MAINE/MASSACHUSETTS/NEW HAMPSHIRE: Continental Cablevision of New Hampshire Inc., Concord/Allenstown/Boscawen/Bow/Pembroke; Dover/Rollinsford/Somersworth/Berwick/S. Berwick; Lawrence/Methuen/North Andover, all Mass.; Pease Air Force Base; Portsmouth/Eliot/Kittery, Maine/New Castle/Rye; Saco/Old Orchard Beach, both Maine; Salem/-Derry. MASSACHUSETTS REGION: Continental Cablevision of Brockton Inc., Brockton. Continental Cablevision of CONNECTICUT Inc., Enfield et al. Continental Cablevision of Massachusetts Inc., Beverly, Newton, Reading, Saugus, Watertown. Continental Cablevision of Needham Inc. (99.6% interest), Needham. Continental Cablevision of Northhampton Inc., Deerfield/Bernardston/Northfield/Sunderland, Northampton/Hatfield/Williamsburg. Continental Cablevision of Southern Massachusetts Inc., Avon; Easton; Hanson; Holbrook; Raynham; Stoughton; Whitman. Continental Cablevision of Springfield Inc. (70% interest), Springfield. Continental Cablevision of Winchester Inc. (96% interest), Winchester. Rockingham County Cablevision Inc. (80% interest), Hampstead; Plaistow. MICHIGAN: Continental Cablevision of Michigan Inc., Holland; Jackson/Blackman Township, Lansing/Dewitt/Grand Ledge/Delhi; Delta, Dewitt, Lansing and Oneida Townships, Roseville. DETROIT REGION: Continental Cablevision of Oakland County Inc. Dearborn Heights, Hazel Park, Madison Heights; Oak Park; Southfield/Lathrup Village. ST. LOUIS REGION: Continental Cablevision of St. Louis County Inc., Belleville/Fairview Heights/O'Fallon/St. Clair County/Swansea; Jennings/Bellefontaine Neighbors/Country Club Hills/Flordell Hills/Moline Acres/Northwoods/Pine Lawn/Riverview/Wherry Housing Base; University City/Breckenridge Hills; Brentwood/Clayton/Edmundson/Maplewood/Overland/St. Ann. Continental County Cablevision Inc. St. Louis County-area B. OHIO: Continental Cablevision of Hamilton County Inc., Cheviot; Continental Cablevision of Ohio Inc., Englewood/Madison Township/Randolph Township/Trotwood/Union/Vandalia; Beavercreek Township/Bellbrook/Centerville/Kettering/Miamisburg/Miami Township/Moraine/Oakwood/Springboro/Sugarcreek/Washington Township/Waynesville/West Carrollton; Athens/The Plains; Bellevue/Clyde/Green Springs; Fairborn/Donnelsville/Enon/New Carlisle/Bath, Bethel and Mad River townships; Findlay/Arlington/McComb/Mt. Cory/Rawson/Van Buren; Fostoria/Tiffin/Arcadia; Galion/Crestline; Huber Heights/Harrison Township; Norwalk/Milan/-Monroeville; Springfield/Harmony, Moorefield, Pleasant & Springfield Townships/South Vienna Village; Upper Sandusky/Nevada; Willard/Greenwich Village/New Haven/North Fairfield/Plymouth/Shiloh; Xenia/Cedarville/Jamestown/New Jasper/Silver Creek/Spring Valley/Wilberforce/Cedarville, Spring Valley and Xenia Townships. CLEVELAND REGION: Continental Cablevision of Northeast Ohio Inc., Bay Village/Avon Lake; Eastlake/Fairport Harbor/Grand River/Lakeline/Mentor/Painesville/Timberlake/Wickliffe/Willoughby/Willoughby Hills; Elyria/Carlisle and Elyria townships. VIRGINIA: Continental Cablevision of Virginia Inc., Ashland; Goochland County; Hanover County; Henrico County. VIRGINIA REGION: Continental Cablevision of James City County Inc., James City County. Continental Cablevision of Richmond Inc. (80% interest), Richmond. Continental Cablevision of York County Inc., York County.

Other Cable

FLORIDA: Area Communications Inc., serving Greater Jacksonville. Commonwealth Cablevision Corp. (40% interest), Agawam/Granby/Holyoke/South Hadley/Southwick/Westfield/West Springfield, all Mass. Cablevision Service Co. Inc. (33.3% interest), Bristol: Alexandria/Bridgewater/Bristol/New hampton; Hillsboro: Antrim/Derring/Hillsboro/Henniker. Seacoast: Durham/Epping/Exeter/Hampton Falls/Newfields/Newmarket/NorthHampton/Raymond/Seabrook/Stratham, all N.H. NEW YORK: Vision Cable of Staten Island Inc. (50% interest), Borough of Staten Island.

Copley Newspapers

Revenues	1983	1982
Media	$236,700,000	$209,300,000
Other	4,200,000	700,000
Total	$240,900,000	$210,000,000

Copley Newspapers, La Jolla, Cal., the 43rd largest media company in the country, had 1983 media revenues of $236.7 million, or about 98% of total revenues of $240.9 million. In 1982, Copley reported media revenues of $209.3 million.

The family-owned business still primarily is involved in newspapers in California and Illinois, but has expanded its involvement in cable tv and electronic publishing.

The Copley Press and its cable partner, Colony Communications (owned by Providence Journal Co., Providence, R.I.), have been awarded cable tv franchises in the contiguous areas of Lomita, the San Pedro-Wilmington-Harbor City area of Los Angeles and an unincorporated portion of Los Angeles County. System construction is under way, and the first group of subscribers has been connected.

The Copley-Colony team recently has been successful in gaining three new franchises in California's Orange County in the cities of Costa Mesa, Cypress and an unincorporated area of the county.

In electronic publishing, the Copley Videotex unit was disbanded early this year, at least temporarily, following Time Inc.'s termination of its teletext activities and the withdrawal of the Cox INDAX program for further development. The videotex group ran concurrent experiments in cable-delivered teletext and videotex for about 18 months.

On May 1, 1983, Copley launched an electronic classified ad service called CLEO (Computer Listing of Employment Opportunities) in California. The service lists jobs in professional and technical areas, such as engineering and computer programing. The "help wanted" ads are purchased by businesses and accessed by personal and business computer users via telephone. The system has been expanded from its Los Angeles base to all major metropolitan areas in California. The service is still in its infancy and so far poses little threat to newspaper classified ads. Further expansion of the CLEO system is under study.

Newspapers remain Copley's principal source of income. The company's San Diego properties grew despite the recent recession, while its six Illinois papers felt the impact of hard times more strongly, according to marketing director Stuart Neffeler. Daily circulation for all Copley newspapers in 1983 was 687,366, up 6.3% from 1982 (not including the recently purchased *Waukegan News-Sun*).

The *San Diego Union* has accounted recently for more of the growth in the San Diego market than the *Tribune*, the company's evening paper. The *Union*, aside from having greater drawing power as the city's morning paper, is edited to appeal to the growing outlying areas of San Diego County. Total circulation for both papers, as reported by the ABC's March 31, 1984, figures, is 344,106 daily, and 355,960 for the *Union* on Sunday.

With the purchase Jan. 3, 1984, of the *News-Sun*, Copley has five dailies covering all suburban counties in the Chicago metropolitan area. This allows the Copley-area newspapers to offer advertisers a more efficient vehicle for reaching the prosperous and growing Chicago suburban market.

Due to a soft economy in the Chicago area, the Copley dailies (not including Waukegan) together had lost about 2,500 in daily circulation. With the improved economy, circulation is again on the upswing with the total daily circulation at 127,937, according to ABC's latest figures, and 125,310 on Sunday. This represents an increase of more than 1,000 copies, both daily and Sunday, compared with the same period of 1983. Counting Waukegan, the current daily circulation for all five Copley Chicago area papers is 169,432. In its other Illinois property, year-to-year circulation for the Springfield, Ill., *State Journal Register* stayed about the same. Current figures are 69,492 daily and 71,409 Sunday.

Copley solidified its market position in the Los Angeles south bay and harbor area with the purchase of the *Santa Monica Outlook* in March, 1983. Combined with the Torrance *Daily Breeze* and the *San Pedro News Pilot*, the new property gives Copley a growing and upscale market running along the coastline from Malibu to Long Beach. These three dailies currently have a combined circulation of 130,264 in this important segment of the Los Angeles market. Circulation on Sunday is 123,328.

MEDIA PROPERTIES

Cable/video

CALIFORNIA: San Pedro-Wilmington-Harbor City, Lomita and portions of unincorporated areas, franchises in Los Angeles County; Costa Mesa and Cypress, plus an unincorporated area in Orange County. All jointly owned with Colony Communications. CLEO, an electronic classified ad service.

Newspapers (dailies)

CALIFORNIA: *San Diego Evening Tribune, San Diego Union, San Pedro News-Pilot, Daily Breeze* (Torrance), *Santa Monica Evening Outlook*. ILLINOIS: *Aurora Beacon-News, Elgin Courier-News, Joliet Herald-News, Springfield State Journal Register, Waukegan News-Sun, Wheaton Daily Journal.*

Newpapers (nondailies)

CALIFORNIA: *Borrego Sun*. Also, 23 nonpaid circulation weeklies and shoppers associated with dailies.

OTHER OPERATIONS

Casa del Zorro (resort hotel); Copley Computer Services; Copley News Service; Copley Press.

Courier-Journal & Louisville Times Co.

Revenues	1983	1982
Media	$107,000,000	$98,000,000
Other	59,000,000	62,000,000
Total	$166,000,000	$160,000,000

Courier-Journal & Louisville Times Co. and WHAS Inc., a separate company also owned by the Bingham family, combined to be the 83rd largest U.S. media company in 1983. Net operating revenues from media operations last year totaled $107 million, a 9.2% increase from 1982. Revenues from newspaper operations edged slightly upward from $90 million to $92 million. Broadcast revenues were estimated at $15 million in 1983.

Total company revenues were $166 million in 1983, a 3.8% increase from 1982. The Bingham's Standard Gravure and Standard Colorprint operations are not included in media figures; neither are revenues from another operation, the four-year-old Computer Emporium. The operation runs personal computer retail stores, and it generated an additional $4 million in sales last year.

The newspaper company's morning *Courier-Journal* and evening Louisville Times, supplemented by five zoned weekly papers, fared exceptionally well in a market that did not prosper last year, the company reports. The total market coverage capability, coupled with tight expense controls and favorable newsprint pricing, produced profits that were 65% above 1982, a year in which profits were relatively flat.

At the end of 1983, the morning *Courier-Journal had a daily circulation of about 178,000, the evening Times'* circulation was about 139,000 and the *Courier-Journal* Sunday circulation was estimated at 333,000. The widely acclaimed papers long have put considerable money into editorial, and the company takes pride in its extensive statewide delivery. According to senior vp John L. Richards, it is "darned expensive" to maintain daily home delivery "225 miles east and 225 miles west" of home base. But it seems to be a "sacrifice" the company is determined to make.

In the broadcast end of the company's business, high ratings helped boost profits 22% at WHAS Inc. last year. WHAS-TV ranks No. 1 in a four-station tv market. Radio stations WHAS (am), a contemporary adult format, and WAMZ (fm), country, are among the top three in a 17-signal radio market.

WHAS has moved into the teleconferencing and video training program market, combining its own satellite uplink and commercial production company to offer full-service video conferencing capabilities. Mr. Richards says several major locally based corporations are looking into the service.

The Courier-Journal Co. also is pursuing various options in electronic publishing. It operates a 24-hour-a-day text news and classified advertising service—the C-J&T Channel—on leased cable channels. The C-J&T Channel has a potential audience of 128,000.

In 1983, the newspapers' classified phone operation and cable advertising staff combined to sell 147,600 cable classifieds, primarily as add-ons. For a small additional fee, newspaper classified ads are beamed over the cable channel. A directory informs viewers of the times that particular types of classified ads will appear.

In July, 1983, the company concluded its nine-month test of C-J&T Teletext among 111 households. The company characterizes the experiment as well-received and says it found that the most popular information offered was local news, weather, sports, movie guides and classified ads. The company is evaluating results and plans to test other approaches in the teletext area later this year.

Ways of distributing information via personal computer also are being explored, Mr. Richards says. A wholly owned subsidiary of the company operates two Computer Emporium retail stores in Louisville, selling Apple Computer and IBM products. Mr. Richards says expansion into several additional markets is expected this year.

The executive cites the training programs offered by the outlets, as well as the parent company's "software expertise" as factors that point to future strengths for the operation. He suggests that "maybe a big bang" would be to enable personal computer owners to hook up with the Courier-Journal Co.'s database.

MEDIA PROPERTIES

Broadcasting

TV: WHAS, Louisville, Ky.
RADIO: WHAS (am), WAMZ (fm), Louisville.

Newspapers

KENTUCKY: *Louisville Courier-Journal, Louisville Times.*

OTHER OPERATIONS

C-J&T Teletext; C-J&T Channel, cable news and advertising service.

Cowles Media Co.

Revenues	1983	1982
Media	$227,800,000	$238,000,000
Other	—	—
Total	$227,800,000	$238,000,000

Cowles Media Co., Minneapolis, is the nation's 44th largest media company with revenues, all from media, of $227.8 million for fiscal 1983, ended April 2, 1983, a decline of 4.3% from revenues in 1982.

Net income dropped to $531,000, in fiscal 1983 from $747,000 in fiscal 1982, a sign that the company still had not recovered financially from the March, 1982, merger of the *Minneapolis Star* and *Tribune* and a disastrous diversification spree in the 1970s.

Although Cowles' fiscal 1984 has already ended, the company is ranked by its 1983 revenues to be consistent with the rest of the 100 Leading Media Companies issue.

Figures just released for 1984, however, show Cowles on the rebound, particularly via its mainstay, the *Minneapolis Star & Tribune.*

Company earnings more than doubled to $19.5 million compared with $8.3 million in fiscal 1983 (a figure including operating losses of $4.2 million for the *Buffalo Courier-Express* which was closed after the second quarter of fiscal 1983).

Earnings were aided by the sale of CableScope Inc., the cable tv station in Buffalo, N.Y., to Denver-based Tele-Communications Inc. for $41 million, and the sale in March, 1984, of uhf station WDRB in Louisville, Ky., to WWSW Radio Inc., a subsidiary of Toledo Blade Co., for $10 million. Also buoying profits were increases in ad linage and circulation figures for the *Minneapolis Star & Tribune.*

Daily circulation figures for the paper exceeded 372,000 for the six months ended March 31, 1984, up 2.76% from the year earlier, and Sunday circulation was slightly more than 586,000, up 1% from a year earlier. R.o.p. advertising linage for the daily newspaper increased more than 6% in calendar 1983 over 1982.

Finally bereft of ill-fated acquisitions in radio, tv and cable, the company's holdings are pared down to print operations. David Kruidenier, who took over as president 15 months ago, says no acquisitions or further divestitures are planned now.

In the past year, management has stabilized and, in turn, improved morale at the Minneapolis Star & Tribune.

"A year ago, we didn't have an editor, an advertising director or a circulation director," Mr. Kruidenier says. "All those positions were filled as of a few months ago, and I'm optimistic that morale has improved."

The ouster of John Cowles Jr. as president early last year ushered in the reign of Mr. Kruidenier, also chairman of Des Moines Register & Tribune Co., which owns 14% of the Cowles stock.

Although observers expressed doubts at Mr. Kruidenier's ability to lead Cowles out of trouble, fiscal 1984 results and a stable slate of managers at the Minneapolis paper indicate that his straightforward management style may be just what the embattled company needs.

Under the leadership of executive editor Joel Kramer, who occupied the same position at the Cowles-owned *Buffalo Courier-Express* before its collapse in 1982, the *Minneapolis Star & Tribune* has expanded its business and local coverage, focused more energy on investigative reporting, improved graphics and made plans to enhance and enlarge its Sunday magazine.

More staff reporters have been hired, and a bigger news hole has been provided for the expanded sections—quite a contrast to more recent times when editors, instructed to enhance sections, were provided a shrunken news hole.

Improving circulation figures seem to indicate that the strategy is working. Company projections for the *Minneapolis Star & Tribune* circulation called for increases of between 7,000 and 8,000 daily and Sunday in the past year, but numbers released March 31, 1984, put circulation 10,000 ahead of a year earlier, a trend Mr. Kruidenier predicts will continue in fiscal 1985.

As for threats from competition, Mr. Kruidenier says he is not as worried about the *St. Paul Pioneer-Press*, just 20 minutes away and noted for its coverage of state government, as he is about two advertising shoppers, one of which recently made its debut and another that just changed hands.

Mr. Kruidenier says the company is looking at its press and mailroom needs, and it plans to buy new presses sometime this year. Until those needs are filled, diversification through acquisitions won't be considered.

Mr. Kruidenier also disregards the never-ending rumors of a merger with

Des Moines Register & Tribune Co., seemingly made more feasible by his elevation to chairman, or the sale of the company by the Cowles family, said to be tired of the 149-year-old company's slow growth in recent years.

Although Mr. Kruidenier wouldn't make projections for earnings in fiscal 1985, he indicates they should continue to climb. With the shedding of poor performers complete, a sound management team in place and an end to the shuffling and sidestepping tactics of the past, chances are he's got a good chance of being right.

MEDIA PROPERTIES

Newspapers (dailies)

MINNESOTA: *Minneapolis Star & Tribune;* MONTANA: *Great Falls Tribune;* SOUTH DAKOTA: *Rapid City Journal;* IDAHO: *South Idaho Press.*

Newspapers (nondailies)

COLORADO: Sentinel newspapers in Arapahoe, Arvada, Aurora, Commerce City, Englewood, Lakewood, Littleton, North Glen-Thornton, South Jefferson, Westminster, Wheat Ridge; IDAHO: *Minidoka News, Reminder Shopper.*

OTHER OPERATIONS

Publishers Inc., a commercial printer and publisher of community directories in the Twin Cities.

Cox Communications

Revenues	1983	1982*
Media	$537,600,000	$443,000,000
Other	77,023,000	71,746,000
Total	$614,623,000	$514,746,000

*Restated

Cox Communications, Atlanta, is the country's 21st largest media company with 1983 media revenues of $537.6 million, or 87.5% of the company's total revenues of $614.6 million.

The media contribution increased 21% on a year-to-year basis, based on restated media revenues of $443 million in 1982, or 86.1% of the company's total revenues.

Total operating revenues from media operations were $132.6 million, up 17% from 1982. Similarly, net income for the company's total operations rose to $77.9 million, up 19% from 1982.

Cox is a diversified media company with interests in broadcasting and cable tv, as well as several new media, including satellite master antenna tv. The nonmedia portion of Cox's earnings comes from its organizing of automobile auctions and from programing and nonaffiliate media sales from its TeleRep subsidiary.

Cox Communications and Cox Enterprise both profiled on this page, are essentially flip sides to the same coin. Although Cox Communications is a public company, it is 40.81% owned by the Cox family, and its board of directors includes Barbara Cox Anthony and Anne Cox Chambers.

Both Mmes. Anthony and Chambers are daughters of the late James M. Cox, founder of the media conglomerate and former governor of the State of Ohio.

The two companies were one until 1964 when Cox Communications, then called Cox Broadcasting Corp., was spun off for the purpose of obtaining equity from the sale of stock to use for broadcast acquisitions.

Cox' broadcasting division had total revenues of $231.5 million in 1983, up 10.3% from 1982. Gains in operating income were more dramatic: $87.1 million, 15% higher than the previous year. The division was segmented into tv $161.8 million, radio $38.4 million, and ad sales to non-Cox affiliates $31.3 million.

The company says that after adjusting for the closing of its subscription tv operations in St. Louis and the deconsolidation of Christal, a radio representation company, 1983 broadcasting revenues were up 11%.

Cox's flagship station, WSB-TV, Atlanta, continues to enjoy first place in the ratings in its market. In 1983, it earned a commendation from President Reagan for its "WSB on the Job" campaign to help Atlanta find jobs. It also won an Iris Award from the National Assn. of Television Programing Executives for a special on "The Making of Nightline."

It was a year of acquisition and format changes for Cox's radio group. Cox acquired WXFM in Chicago, but to do so it had to sell its Baltimore station, WLIF. Cox got $5.75 million for the station.

Cox also completed an agreement to purchase WKBD-TV, Detroit, one of the nation's largest independent tv stations, for $70 million. The transaction was completed in May, 1984.

Significantly, Cox already has become a part of the am stereo wave, having installed the technology in its transmitters in Atlanta, Charlotte and Los Angeles.

In a year in which many cable companies and franchises were floundering, Cox's cable unit scored substantial gains. Paid subscriptions surpassed basic subscriptions, achieving a 1.06 to 1 pay-to-basic ratio; the national average is 0.84 to 1.

At the end of 1983, total basic subscribers were 1.445 million, compared with 1.527 million pay subscribers. In addition, mini-tiers (ad-supported satellite services) grew to 121.598 subscribers.

The cable unit had revenues of $337.4 million in 1983, up 29% over 1982, while operating income rose to $45.4 million, up 20% over 1982.

The company successfully negotiated franchise renewals for the city and county areas of Gainesville, Fla., The Dalles, Ore., North Adams, Mass., Eureka, Cal., and Columbus, Ind. However, it sold franchises in St. Clair Shores, Mich., and Marquette, Mich.

In the race for the New York boroughs, Cox received half the Staten Island franchise (50,000 homes) and signed an agreement with Queens Inner City Cable System (QUICS) under which Cox will design, engineer, construct and operate QUICS' 180,000-home franchise in Queens.

When many cable companies are attempting to modify the terms of their franchise agreements, Cox successfully altered its contracts in four of its systems—Omaha, Tucson, Vancouver, Wash., and New Orleans. The renegotiation has helped the company offer certain sevices, such as its interactive Indax, that it was finding difficult to offer under the terms of the old franchise agreements. However, the renegotiation hasn't come easy. In return, Cox has had to promise a greater number of hours for local and public access programing and to continue providing WOR without charge.

Cox Cable has launched a vigorous campaign to counter theft of service, which is estimated to cost the industry losses in excess of $700 million. In San Diego, for example, Cox was successful in converting 9,000 illegal users to a paid status for an expected gain of $1.8 million in annual revenue. It also gained a landmark ruling when a U.S. district court judge ruled that the Communications Act of 1934, which protects radio communications from unauthorized reception, also applies to cable tv communications.

Cox Cable has participated in a study that examined churn—the rate of cable disconnects. In its Oklahoma City franchise, it initiated a nonpay disconnect program that was effective in reducing disconnects by half the average rate in only four months, thus adding 2,800 subscribers.

Cox Cable has been exploring activities complementary to its cable franchising. In May, it purchased the remaining 80% of *On Cable* magazine. As a result of the purchase, Cox plans to offer *On Cable* in all of its systems and market it to other systems as well. Currently, Cox has *On Cable* in 29 of its systems, accounting for 500,000 of the magazine's current 1.3 million circulation.

Cox is approaching the two-way interactive market with a great deal of enthusiasm and aggressiveness. It has signed an agreement with the Jerrold Division of General Instrument Corp. under which Jerrold will develop, manufacture and market equipment.

Also, Cox and Chase Manhattan Bank announced an agreement to develop electronic home banking systems that can be delivered over the Cox Cable systems.

Ironically, Cox's pay-per-view (ppv) baseball packages in San Diego are not attracting the large number of subscribers the company had anticipated. According to Robert McRann, vp-general manager, Cox Cable in San Diego, the company began to offer San Diego Padres home games on a ppv basis in packages of 40, 20 and individual games.

However, only 20,000 subscribers are ordering game packages even though as many as 7,000 have been watching individual games.

In terms of business applications for cable, Cox continues to pursue and develop COMMLINE, its business communications network that has been active in Omaha since 1982.

In the New York boroughs, Cox Cable plans to go into satellite master antenna tv (smatv) operations in the area's multi-unit dwellings before it begins to turn on its cable operations. While the smatv operations are not seen as a permanent venture, they are seen as a move to preempt other operators from taking over subscribers in Cox's franchise areas.

The company's national tv sales rep company, TeleRep, the third largest in the U.S., billed $451 million in 1983. TeleRep contributed $31.3 million to broadcast revenues in sales to nonaffiliate stations (its list of client stations has grown to 43) and in programing through its Television Programing Enterprises. TPE has developed "Solid Gold," which is carried on 220 stations, and "Star Search," a weekly talent competition hosted by Ed McMahon, seen on more than 170 stations. Only TeleRep sales to Cox stations are included in media revenues calculated by Advertising Age.

MEDIA PROPERTIES

Broadcasting

TV: KDNL, St. Louis; KTVU, Oakland, Cal.; WHIO, Dayton, O.; WKBD, Detroit; WPIX, New York; WSB, Atlanta; WSOC, Charlotte, N.C. RADIO: KFI (am), KOST (fm), Los Angeles; WAGO (fm), WXFM, Chicago; WHIO (am, fm), Dayton, O.; WIOD (am), WAIA (fm), Miami; WSB (am, fm), Atlanta; WSOC (am, fm), Charlotte, N.C.; WWSH (fm), Philadelphia.

Cable/video

ARIZONA: Tucson. CALIFORNIA: Bakersfield, Eureka, Porterville, San Diego, Santa Barbara. CONNECTICUT: Hartford. FLORIDA: Gainsville, Jacksonville Beach, Ocala, Pensacola, Sebring/Avon Park. GEORGIA: Macon, Warner Robbins. ILLINOIS: Lake County, Maywood, Moline, Orland Park, Park Forest, Robinson. INDIANA: Columbus, Fort Wayne, Michigan City, Peru/Wabash. IOWA: Cedar Rapids, Davenport. LOUISIANA: Jefferson Parish/Kenner, New Orleans. MASSACHUSETTS: North Adams. MICHIGAN: Owassa, Saginaw. NEBRASKA: Omaha. NEW YORK: Great Neck, Saranac Lake/ Lake Placid/Tupper Lake. OHIO: Cleveland. OKLAHOMA: Oklahoma City, Pan-Oklahoma Communications. OREGON: Astoria/Seaside, The Dalles. PENNSYLVANIA: Lewiston, Lock Haven, Tyrone. RHODE ISLAND: Cranston/Johnston. SOUTH CAROLINA: Myrtle Beach. TEXAS: Denton, Lubbock. VERMONT: Burlington, Montpelier, Rutland. VIRGINIA: Norfolk/Portsmouth/Virginia Beach, Roanoke. WASHINGTON: Aberdeen, Camas/Washougal, Long Beach, Spokane, Vancouver, Yakima.

Magazines

On Cable.

OTHER OPERATIONS

Auto auctions, TeleRep programing and nonaffiliate ad sales. COMMLINE data and business communications services.

Cox Enterprises

Revenues	1983	1982
Media	$467,000,000	$425,000,000
Other	—	—
Total	$467,000,000	$425,000,000

Cox Enterprises, Atlanta, is the nation's 22nd largest media company with 1983 revenues estimated by Advertising Age at more than $467 million.

In 1982, the company had estimated revenues of $425 million.

With the *Atlanta Journal* and *Constitution* as its flagships, the family-owned chain operates dailies in 14 cities and several weeklies in suburban New Orleans and in Texas. It also has shoppers in Arizona, Colorado, Florida, Ohio, and Texas, and its *Palm Beach Life* claims the title of America's oldest society journal.

In February, 1984, Cox Enterprises purchased a 50% interest in the *Yuma* (Ariz.) *Daily Sun* from the Soldwedel family, thereby becoming a partner in the venture with Donrey Media, which owned the other half. Cox has since bought out Donrey.

"The paper [*Daily Sun*] has shown steady growth over the past few years," says Charles E. Glover, president, Cox Enterprises. "Besides, it's in a good market in a growing state. It's very appealing." The potential for growth, however, may be more than its actual growth. ABC Fas-Fax circulation figures ended March 31, 1984, show a slight decline in daily circulation from 25,000 the previous year to 24,803. Sunday figures went from 25,226 to 25,556. The company also completed the purchase of the *Chandler Arizonan* during the year.

Cox Enterprises now operates 20 daily newspapers with a total circulation exceeding 1.4 million. Its Sunday editions reach another 1.4 million readers.

The impact of *USA Today*, which chose Atlanta as one of its target markets, has had little impact on the circulation of the *Atlanta Journal* and *Constitution*, according to Mr. Glover. Both the morning and afternoon papers have shown healthy increases during the past year.

While Cox Enterprises continues to emphasize the print aspect in its operations, it has been looking to the electronic media as well.

The company leases cable channels in Longview, Tex., and Mesa, Ariz., to provide a mix of news and advertising.

In Miami, it is exploring the possibility of cablecasting on a few channels together with Knight-Ridder Newspapers. "The educational channels may help us develop an effective interconnect with other systems in the area," Mr. Glover says. Cox is not stopping here. It plans to explore leased channel opportunities in other cities as well.

Much of this diversification comes when some of the Cox newspapers are experiencing problems. The *Miami News'* circulation had sunk to 62,200 at the end of 1983. A number of analysts believe Cox might sell the *Miami News* if an overture were made.

Quite apart from looking at other media, Cox also has entered the personal computer industry. Last year, it purchased a minority interest in the Sunnyvale, Cal.-based Creative Software, which designs an array of software, including those for the self-improvement market.

The company believes that most of its future growth will continue to come from newspapers.

"We're always interested in acquiring newspapers," Mr. Glover says. "We still believe that's the area where we have expertise and we can continue to show growth."

MEDIA PROPERTIES

Magazines

Palm Beach Life.

Newspapers (dailies)

ARIZONA: *Chandler Arizonan, Mesa Tribune, Tempe Daily News, Yuma Daily Sun.* COLORADO: *Grand Junction Daily Sentinel.* FLORIDA: *Daytona Beach Journal* (47.5%), *Daytona Beach News* (47.5%), *Miami News, Palm Beach Daily News, Post* and *Evening Times* (West Palm Beach). GEORGIA: *Atlanta Constitution, Atlanta Journal.* OHIO: *Dayton Daily News, Dayton Journal-Herald, Springfield News-Sun.* TEXAS: *Austin American-Statesman, Longview Journal, Longview News, Lufkin News, Port Arthur News, Waco Tribune-Herald.*

Newspapers (nondailies)

LOUISIANA: *East Bank Guide* (Metairie), *Jefferson Parish Times, Kenner City News, Orleans Guide, St. Bernard Guide, West Bank Guide.* TEXAS: *Opportunity Valley News, Community Post* (both in Port Arthur). Also shoppers in Arizona, Colorado and Florida.

Des Moines Register & Tribune Co.

Revenues	1983	1982
Media	$88,500,000	$90,700,000
Other	—	—
Total	$88,500,000	$90,700,000

*Restated

Des Moines Register & Tribune Co., Des Moines, Ia., is the nation's 94th largest media company with 1983 operating revenues of $88.5 million, all in media, down from 1982's $90.7 million.

Total earnings for the privately held company were $5.3 million, compared with a loss of $816,000 the year earlier. The 1983 earnings figure includes $3 million in capital gains from selling media properties.

The earnings improvement is attributed to the company's move two years ago to put its efforts behind the statewide morning and Sunday *Register* by closing the evening *Tribune*, which concentrated on the Des Moines area.

At the same time, the company laid off 200 people. Meanwhile, 15 staff members took early retirement this year as the company reduced fulltime employment to fewer than 800, down from 1,130 three years earlier.

Circulation of the daily *Register* is down slightly from last year. March, 1984, circulation was 238,609, compared with 240,060 in March, 1983, but Sunday circulation is up to 382,745 in March, compared with 378,294 a year earlier.

Register & Tribune Co. this year appointed John Miksich, formerly display ad manager, to be the new circulation director.

In May, the company broke with a new statewide ad campaign featuring testimonials by native Iowans. Such notables as Simon Estes, Ann Landers, University of Iowa and Olympic wrestling coach Dan Gable and George Gallup talk about the newspaper and how it played an important role in their lives.

The ads end with the tag line, "Iowa's best read newspaper." The campaign is part of the company's avowed commitment to statewide sales and distribution. In the fall, it will begin an aggressive sales push that will concentrate on the central Iowa region.

Company execs. are reviewing a two to three-year-old cable co-op venture with Des Moines-based Heritage Communications that involves broadcasting one-minute summaries from the *Register*'s newsroom. The broadcasts, called "Iowa Update," run on Cable News Network during prime time.

MEDIA PROPERTIES

Broadcasting

TV: KAII, Wailuku, Hawaii, KHON, Honolulu, Hawaii; WQAD, Moline, Ill.

RADIO: KGON (fm), Portland, Ore., KYXI (am), Oregon City, Ore; WIBA (am, fm), Madison, Wis.

Newspapers (dailies)

IOWA: *Des Moines Register*

TENNESSEE: *Jackson Sun*

Newspapers (nondailies)

IOWA: *Independence Bulletin-Journal, Independence Conservative; Record-Herald, Indianola Tribune;* shoppers in Independence and Indianola.

OTHER OPERATIONS

14% of the stock in the privately held Cowles Media Co., Minneapolis.

100

Dispatch Printing Co.

Revenues	1983	1982
Media	$140,000,000	$127,200,000
Other	—	—
Total	$140,000,000	$127,200,000

Dispatch Printing Co., a family-owned newspaper and broadcast enterprise in Columbus, O., is the 67th largest media company with 1983 revenues estimated by ADVERTISING AGE at $140 million.

In 1983, the company saw significant growth in Sunday circulation of its major property, the *Columbus Dispatch*, an evening and Sunday product. The company completed some internal reorganization begun in the past several years, and it began to focus attention on thwarting competition for ad revenues in its circulation area, says Richard Franks, vp-operations.

The company's major broadcast operation, WBNS-TV in Columbus, came through the A.C. Nielsen Co. ratings battle in first place in the top 50 markets for its weekday 6 p.m. news program which claimed 48% of the viewing audience.

Dispatch, controlled by the Wolfe family of Columbus, computerized WBNS-TV's news operations this past year.

The station also opened the first of three planned regional "mini-station" bureaus that provide live coverage capabilities, vp-news operations Larry Maisel says.

The past year also brought the *Dispatch* newspaper's editorial product to full speed with a major redesign and enhanced staffing initiated during the previous 2½ years, *Dispatch* managing editor Dick Otte says.

The paper now has an editorial staff of 168, reflecting an increase of about 15 editors and 15 writers in sports, features and news from 1982.

To improve editorial and graphics production capabilities, the newspaper is chucking its 10-year-old, front-end computer system for a more sophisticated one expected to be in place within the next six months, Mr. Otte says.

The massive design update, which features prominent section indexes, front-page promotional leads for inside stories, increased use of color and a no-jump policy on stories, was necessary to remain competitive with the morning newspaper and *USA Today*, Mr. Otte says.

The pervasive presence of *USA Today*, Gannett's national general circulation daily, appears to have been a significant factor in the erosion in daily circulation of the evening *Dispatch*.

ABC figures for March 31, 1984, indicate slight declines for the daily *Dispatch* and its competition on a year-to-year basis. The newspaper's daily circulation dropped by 305, to 206,548, but the Sunday increased 8,086, to 358,289. The morning competition, the *Columbus Citizen-Journal* owned by Scripps-Howard, dropped 592 subscribers, to 121,232. Dispatch Co. handles advertising, circulation and other noneditorial functions for the *Citizen-Journal*.

Despite the erosion of daily circulation, the Sunday *Dispatch* circulation gave the *Dispatch* one of the highest market penetrations in the country.

Mr. Franks attributes the growth to the newspaper's "strong editorial and advertising content." The Sunday paper is "a bulky, powerful product, and we're certainly glad to have it," he says.

In an effort to thwart competition for its advertisers by independent advertising-distribution operations, the *Dispatch* plans to offer advertisers new programs for preprint promotional materials.

The options will include a preprint distribution service in which advertising is mailed out, using a second or third class permit.

"We have competition from companies providing that [shared mail] service and to meet the demand in the marketplace we need to provide as many options as possible for our advertisers," Mr. Franks says.

Dispatch, founded in 1871, was purchased in 1905 by two Wolfe brothers, the grandfather and the great-uncle of current board chairman John Walton Wolfe.

Daily operations are supervised by the elder Wolfe's younger cousin, John F. Wolfe, publisher-president.

The company made no acquisitions in 1983, but sold the non-local portion of its Ads promotional plastic bag company to Scripps-Howard Corp. The company makes the plastic bags used to hang advertising material from door knobs.

MEDIA PROPERTIES

Broadcasting

TV: VideoIndiana—WTHR, Indianapolis; WBNS, Columbus.

Newspapers

OHIO: *Columbus Dispatch.*

Donrey Media Group

Revenues	1983	1982
Media	$169,000,000	$147,400,000
Other	—	—
Total	$169,000,000	$147,400,000

Donrey Media Group, Fort Smith, Ark., is the nation's 56th largest media company with media revenues estimated by ADVERTISING AGE at $169 million in 1983.

Donrey is a privately held company with all of its interests in media operations. An estimated 80% of the revenues come from newspapers—49 dailies and 51 nondailies—serving an aggregate 8 million people.

The company also has 11 outdoor advertising plants, six radio, one tv and five cable companies. The group owns companies in 18 states.

Fred Smith, Donrey's exec vp, characterized 1983 as "a good year for acquisitions and plant improvement projects."

In 1984, the company continues to be acquisition-minded, buying in April the Daily Democrat in Woodland, Cal., with an evening-only circulation of 12,776.

In July, 1983, the company acquired two other dailies—*Columbia Tennessee Herald* with a circulation of 12,953, and the *Alamogordo* (N.M.) Daily News with an evening circulation of 9,083 and a Sunday circulation of 9,937.

Mr. Smith says the company continues to be interested in media acquisitions, particularly in newspapers in the 15,000 to 105,000 circulation range.

At the end of April, 1984, Donrey added a Sunday edition to its *West Hawaii Today*, which had gone from thrice weekly to daily publication in 1982 as an over-all facelift that included a new printing facility. The expanded daily now has a circulation of 8,000, and Mr. Smith expects that number to increase considerably with the Sunday edition.

Donrey continues to be "bullish on cable. We see it as a major force in our operations, and we intend to continue upgrading our plants," Mr. Smith says.

The company used 1983 to advance its cable segment, consolidating its four-cable system operation under Donrey Cablevision, and adding two other systems: Blackwell and Guymon, Okla.

The company owns 100% in all but two systems; they have a 50% share in the Kilgore, Tex., operation and 80% ownership in the Los Angeles based Falcon Communications by the Howard and Donrey Media Group.

At the Bartlesville system, the company continues to experiment with teletext channels that combine alphanumeric information with live and videotape programing.

The company also remains committed to continued growth and to pioneering technology, according to its founder and president, Donald W. Reynolds. The group continues to research a laser platemaker that is now in operation at Donrey's largest news-

'BUSINESS WITH BILL...'
Our usual way of promoting ourselves is like this-

BUSINESS WITH BILL*
[*Frankly, an advertisement*]

Yes, frankly, this is an ad. Our objective? If we can reflect to you the uniqueness of our Bill Communications' properties, then you can judge us even better as a reader, perhaps an advertiser, and maybe even a future fellow employee.

John Hartman
Chairman of the Board
Bill Communications, Inc.

This isn't easy copy for me to write. Editors are by nature skeptics, skeptical about what they hear, what they read, even what they write—and think everyone else is. That attitude frequently results in very good magazine articles, but may not result in very good ad copy. Well, this is a very different ad, so here are my thoughts.

Perhaps what I most admire and respect in the climate here at Bill is the desire for quality—in the magazines themselves, in physical working conditions, in relationships among Bill associates. Indeed, I know of no other company that has "ground rules" beginning: "1. Always give your fellow executive credit for good intentions ..." That's quality.

I can also honestly say that in my years at Bill, I have never been denied the encouragement—and the money—to make any improvements in Sales & Marketing Management that I thought desirable and necessary. The controller's office and the editor's are just as separate here as are the sales and editorial. That's quality.

Bill is also unique in that it permits uniqueness. There are no molds here. If there are any, I haven't found them. As we grow and change, the job grows and changes. And so the job becomes the man more than the man becomes the job. That's quality.

What it all adds up to for me is a climate unparalleled for opportunity and—in the words of one of our corporate goals—for "having fun."

Robert H. Albert
Editor
Sales & Marketing Management

With Bill: 20 Years

How easy is it to get out of bed in the morning and go to work? That's my simple way of determining job satisfaction. And, using that as my yardstick, after 12 years with Bill Communications, I'm still up before the alarm sounds.

While there are many contributors to the high level of satisfaction that I enjoy, the foremost factor is the unique mixture of freedom and control that is exhibited at all levels within our corporation.

As director of marketing and sales, I have the freedom to experiment, to try new marketing techniques and new sales strategies, and to develop new products and opportunities for my division, Market Statistics. Yet at the same time, I work within a predefined set of goals.

It works well for me and my associates because it allows us the freedom to exhibit our skills as individuals and our individual skills. It allows all Bill associates to contribute to their day-to-day activities, to participate, rather than simply accept instructions or management decisions.

I've never heard a BillCom manager say, "do it this way." More often it's, "here's what I need, when can I have it." In this case, getting there is all the fun. It further means that every day is different from its predecessor. Each day brings something new to look forward to, something to pull you out of bed each morning.

David Glazer
Senior Vice President
Market Statistics

With Bill: 12 years

"Let a hundred flowers bloom. A hundred fields of thought contend."
—Mao Tse-tung

Although we are not Maoists here at Bill, we subscribe to that theory. Creativity and the entrepreneurial spirit flourish in this atmosphere and are most justly rewarded.

Coming from two other publishing houses that were much more structured and "covered," I was struck with the openness at Bill, the willingness to share information on company finances, successes, and failures with all the members of the team. This candor creates a feeling of belonging and involvement which is a stimulus to increased effort and results in maximized achievement. It's hard work, but it's fun.

Yes, the entrepreneurial spirit is alive and well and thriving at Bill. The emphasis is on quality products and performance. Two-way communication is the keynote of our success. This "bottoms up" management style draws all levels of employees into the decision-making process, assuring a team effort that results in a most successful professional approach.

At Bill, we believe that people are our only inventory. We work hard at providing an ambience that brings out the best in all of us.

Try us, you'll like us.

Stanley J. Romaine
Executive Vice President Publisher
Institutional Distribution

With Bill: 11 Years

*BILL COMMUNICATIONS, INC. *PUBLICATION DIVISION*: AUTOMOTIVE CHAIN STORE INCENTIVE MARKETING INDUSTRIAL CHEMICAL NEWS INSTITUTIONAL DISTRIBUTION JOBBER RETAILER MODERN TIRE DEALER PLASTICS TECHNOLOGY RESTAURANT BUSINESS RESTAURANT AND HOTEL DESIGN SALES & MARKETING MANAGEMENT SUCCESSFUL MEETINGS *INFORMATION DIVISION*: BILLCOM LIST RENTAL FOODSERVICE RESEARCH CENTER INTEGRATED FOODSERVICES MARKET STATISTICS SALES BUILDERS SM DATA BANK
CORPORATE HEADQUARTERS: 633 THIRD AVENUE, NEW YORK, NY 10017 [212-986-4800]

paper, the *Las Vegas Review-Journal* and develop a computerized circulation system at the paper.

MEDIA PROPERTIES

Broadcasting

TV: KOLO, Reno, Nev.

RADIO: KBRS (am), Springdale, Ark.; KEXO (am), Grand Junction, Colo.; KOCM (am), Newport Beach, Cal. KORK (am) and KEER (fm), both in Las Vegas.

Cable/video

Donrey Cablevision in Rodgers, Ark., Kilgore, Tex., Vallejo, Cal., and Bartlesville, Blackwell, and Guymon, Okla.

Newspapers (dailies)

ARKANSAS: *Northwest Arkansas Morning News* (Rogers), *Southwest Times Record* (Fort Smith), *Springdale News*. CALIFORNIA: *Chico Enterprise-Record, Lompoc Record, Ontario Daily News, Redlands Daily Facts, Vallejo Times-Herald, Woodland California Democrat*. HAWAII: *Hawaii Tribune-Herald* (Hilo), *West Hawaii Today* (Kailua-Kona). INDIANA: *Washington Times-Herald*. IOWA: *Oskaloosa Herald*. KENTUCKY: *Glasgow Daily Times*. MISSISSIPPI: *Picayune Item*. MISSOURI: *Macon Chronicle, Moberly Monitor-Index*. NEVADA: *Carson City Nevada Appeal, Ely Daily Times, Las Vegas Review-Journal*. NEW MEXICO: *Alamogordo New Mexico News*. OKLAHOMA: *Bartlesville Examiner-Enterprise, Blackwell Journal-Tribune, Chickasha Daily Express, Durant Daily Democrat, Frederick Daily Leader, Gutherie Daily Leader, Guymon Daily Herald, Henryetta Daily Free-Lance, Holdenville Daily News, Okmulgee Daily News, Paul's Valley Daily Democrat, Pawhauska Daily Journal-Capital, Wewoka Daily Times*. TENNESSEE: *Columbia Tennessee Herald*. TEXAS: *Borger News-Herald, Clebourne Times Review, Gainesville Daily Register, Jacksonville Daily Progress, Kilgore News Herald, Sherman Democrat, Sweetwater Reporter, Weatherford Democrat*. WASHINGTON: *Aberdeen Daily World, Auburn Daily Globe News, Kent Daily News Journal, Renton Daily Record Chronicle*.

Newspapers (nondailies)

51 nondailies in 14 states including *Booneville* (Ark.) *Democrat, Oskaloosa* (Ia.) *Shopper, Poplarville* (Miss.) *Democrat, Randolph County Times* (Huntsville, Mo.).

Dow Jones & Co.

Revenues	1983	1982
Media	$816,651,000	$682,082,000
Other	49,786,000	48,591,000
Total	$866,437,000	$730,673,000

Dow Jones & Co., New York, is the country's 14th largest media company, with media revenues of $816.7 million in 1983, a 19.7% increase over 1982 media revenues.

Percentage of media revenues out of total revenues of $866.4 million was 94%, the same as the year before.

National publications and news and information services accounted for 79% of total revenues; community newspapers added another 16%, while [illegible] accounted for most of [illegible]. Dow Jones' book publishing division is not included in ADVERTISING AGE figures.

Net income rose 30%, to $114.2 million, from 1982. This marked the first time in the company's history that earnings passed $100 million.

The *Wall Street Journal*, the company's principal publication, showed a circulation increase of 3.3%, to 2.1 million, larger than the circulation of any other U.S. daily newspaper. Circulation of the *Journal's* overseas editions passed 50,000.

The *Asian Wall Street Journal* showed a profit for the second consecutive year while the *Wall Street Journal/Europe* was gaining steadily.

Ottaway Newspapers, a wholly owned subsidiary publishing 21 community newspapers, showed an operating earnings increase of 18.4% on revenues of $138.5 million, following a 15.3% gain in 1982 on revenues that year of $123.6 million. Circulation of *Barron's*, the company's financial weekly, was up 4%, to 299,500, at the end of 1983, while advertising linage increased 17.3% for the year.

In 1983, the *Journal's* advertising linage increased 8.2%. At yearend, the maximum page capacity was increased to 62 pages from 60 to provide for more news and advertising. Another move affecting editorial was the expansion of the *Journal's* coverage of cultural and leisure activities with a new daily leisure and arts page.

The "Wall Street Journal Report," the company's half-hour, business-news tv program, is aired by 90 stations covering 78% of the nation's tv households.

Ad linage for Ottaway Newspapers Inc. rose slightly after three successive years of declines. Display advertising was down; classified linage was up, and total advertising revenues rose 12.3%. Circulation also showed a slight increase during the year, to an average of 535,100 in the fourth quarter on a weekday basis and to 384,200, up 2.1%, for Sunday newspapers.

Barron's in 1983 streamlined its editorial operation and now offers a carefully packaged mix of corporate profiles, interviews and industry stories. A major increase in newsstand sales contributed to record-breaking circulation in 1983, the sixth consecutive year of gains. Since 1977, *Barron's* circulation has increased 38.5%.

On the international front, the company's newest entry, Journal/Europe, ended 1983 with circulation of 23,000. The *Asian Wall Street Journal* recorded its second straight year of profitable operations, with ad linage up 0.5% and circulation up 9%.

MEDIA PROPERTIES

Magazines

American Demographics, Asian Wall Street Journal Weekly, Barron's-National Business Employment Weekly.

Newspapers (dailies)

Asian Wall Street Journal, Wall Street Journal, Wall Street Journal/Europe. Ottaway Newspaper Group: CALIFORNIA: *Santa Cruz Sentinel*. CONNECTICUT: *Danbury News-Times*. KENTUCKY: *Ashland Daily Independent*. MASSACHUSETTS: *Beverly-Peabody Times, Cape Cod Times, Gloucester Daily Times, New Bedford Standard-Times, Newburyport Daily News*. MICHIGAN: *Traverse City Record-Eagle*. MINNESOTA: *Mankato Free Press, Owatonna People's Press*. MISSOURI: *Joplin Globe*. NEW YORK: *Middletown Times Herald-Record, Oneonta Daily Star, Plattsburgh Press Republican, Tri-State Gazette*. OREGON: *Medford Mail Tribune*. PENNSYLVANIA: *Pocono Record, Sharon Herald, Sunbury Daily Item*.

Equity interests

Far Eastern Economic Review (49% interest), *South China Morning Post* (16% interest), *Press-Enterprise Co.* (20.1% interest).

Other Media Operations

Dow Jones News Service, DowAlert, Dow Jones News/Retrieval, Dow Jones Cable News (videotex).

OTHER OPERATIONS

Richard D. Irwin Inc., publisher; newsprint mills.

Dun & Bradstreet Corp.

Revenues	1983	1982
Media	$635,751,000	$584,071,000
Other	873,249,000	776,929,000
Total	$1.509 bil.	$1.361 bil.

Dun & Bradstreet Corp., New York, which recently sold its entire broadcast business, is the country's 18th largest media company, with 1983 revenues of $635.8 million from the media portion of its business, up 9% from last year's $584.1 million.

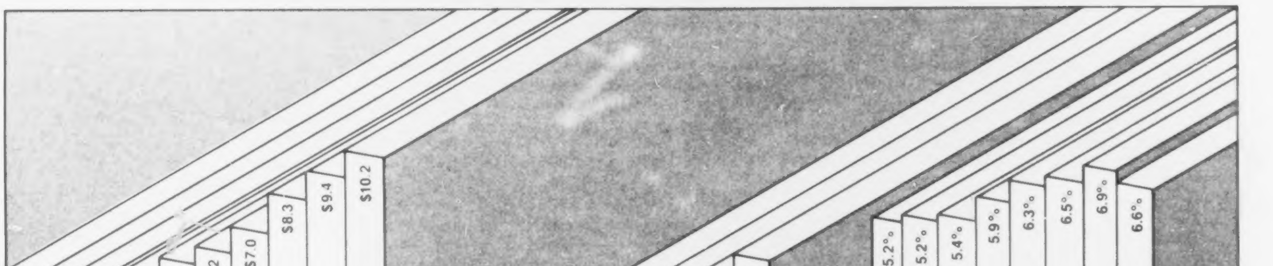
Media contributors included D&B's primarily ad-generated publishing segment with $528.5 million, a 9.3% increase over the previous year, and Corinthian Broadcasting adding $107.3 million in revenues, up 7%.

In 1983, the publishing segments comprised 35%, respectively, and Corinthian 7% of D&B's total record operating revenues of $1.5 billion. The

AND BILL BUSINESS

But here's another way of looking at us–

Bill Communications 10 Years, 1973-1983



*BILL COMMUNICATIONS, INC. *PUBLICATION DIVISION:* AUTOMOTIVE CHAIN STORE ☐ INCENTIVE MARKETING ☐ INDUSTRIAL CHEMICAL NEWS ☐ INSTITUTIONAL DISTRIBUTION ☐ JOBBER RETAILER ☐ MODERN TIRE DEALER ☐ PLASTICS TECHNOLOGY ☐ RESTAURANT BUSINESS ☐ RESTAURANT AND HOTEL DESIGN ☐ SALES & MARKETING MANAGEMENT ☐ SUCCESSFUL MEETINGS ☐ *INFORMATION DIVISION:* BILLCOM LIST RENTAL ☐ FOODSERVICE RESEARCH CENTER ☐ INTEGRATED FOODSERVICES ☐ MARKET STATISTICS ☐ SALES BUILDERS ☐ SM DATA BANK

CORPORATE HEADQUARTERS: 633 THIRD AVENUE, NEW YORK, NY 10017 [212-986-4800].

Who bought what from whom in 1983-84

Broadcast

A 100 Media Buyer	Property	Seller	Price (000,000)
Allbritton Communications	KATV, Little Rock; KTUL, Tulsa	Leake TV	80.0 for both
American Broadcasting Cos.	KIXX (fm), Dallas/Ft. Worth	Hicks Communications	N/A
A.H. Belo Corp.	KOA (am), KOAQ (fm), Denver	*General Electric Co.	22.0 for both
	Corinthian Broadcasting: KHOU-TV, Houston KXTV, Sacramento-Stockton, Cal. WVEC-TV, Hampton-Norfolk, Va. KOTV, Tulsa	*Dun & Bradstreet Corp.	$606.0
Blade Co.	WDRB-TV	*Cowles Media Co.	10.0
Bonneville International Corp.	KYA (am), San Francisco	King Broadcasting Co.	3.5
Chris-Craft Industries United Television	KBHK-TV, San Francisco	Field Enterprises	23.0
Cox Communications	WKBD-TV, Detroit; WXFM, Chicago	Field Enterprises	70.0;9.0
Freedom Newspapers	WTVC, Chattanooga, KFDM-TV, Beaumont, Tx.	*A.H. Belo Corp.	49.0 for both
Gannett Co.	WLVI-TV, Boston,	Field Enterprises	N/A
	WTCN-TV, Minneapolis	*Metromedia	75.0
Knight-Ridder Newspapers	WNGE-TV, Nashville (now called WKNR)	*General Electric Co.	37.0
Kohlberg Kravis Roberts & Co.**	KTLA-TV, Los Angeles	*Golden West Television	245.0
LIN Broadcasting	WOTV, Grand Rapids	*Time Inc.	32.0
	WISH-TV, Indianapolis, WANE-TV, Fort Wayne, Ind.	*A.H. Belo Corp.	104.9 for both
Meredith Corp.	KSEE-TV, Fresno	San Joaquin Communications Group	17.6
	WOFL-TV, Orlando	Omego Communications	16.0 for remaining 60% interest
Metromedia	WFLD-TV, Chicago	Field Enterprises	136.0
	KNBN-TV, Dallas	National Business Network	14.9
	KSDK-TV, St. Louis	*Pulitzer Publishing Co.	8.5 plus WYFF-TV, Greenville, S.C. and WXII-TV, Winston-Salem, N.C.
Oklahoma Publishing (Gaylord)	WSM (am & fm), Nashville	American General Insurance Co.	N/A
Outlet Co.	WHFS (fm), Bethesda, Md., (now called WTKS)	High Fidelity Broadcasting	2.1
Pulitzer Publishing Co.	WLKY-TV, Louisville, WPTA-TV, Fort Wayne	*Gannett Co.	15.4 8.8
RCA Corp.	WJIB (fm)	*General Electric Co.	N/A
Rockefeller Center Inc.†	Outlet Co.	*Outlet Co.	335.4
Scripps-Howard	KNXV-TV, Phoenix	New Television Corp.	26.0
Taft Broadcasting Co.	KEX (am), KKRZ (fm), Portland	Golden West Broadcasting	8.0
	WCIX-TV, Miami	General Cinema Corp.	70.0 plus WGR-TV, Buffalo
Tribune Co.	WANX-TV, Atlanta	*Continental Broadcasting Co.	32.0
	WGNO-TV, New Orleans	*General Media Corp.	21.0
Viacom International	WHEC-TV, Rochester	Broadcast Enterprises National	swap for KDIA (am), Oakland, WDIA (am), Memphis

Print

A 100 Media Buyer	Property	Seller	Price (000,000)
A.S. Abell Co.	*Ski Racing*	Edward G. Pickett	N/A
Advance Publications (Conde Naste)	*Gourmet*	Earle R. MacAusland estate	24.0
American Broadcasting Cos.	Compute! Publications	Robert Lock	N/A
Cahners Publishing Co.	*Interior Design, Corporate Design*	Whitney Communications Corp.	N/A
Capital Cities Communications Corp.	*Ocean County Reporter*, Toms River, N.J.	*Macromedia	N/A
Copley Newspapers	*Santa Monica Outlook*	United Western Newspapers	N/A
	Waukegan News Sun	Keystone Printing Corp.	N/A
Cox Communications	*On Cable*	Ray Barnes Newspaper Group	N/A
	Chandler Arizonan	On Cable Publications	N/A
	Yuma Daily Sun	50% from Soldwedel family, 50% from Donrey Media Group	N/A
Donrey Media Group	*Alamogordo (N.M.) Daily News*	Alamogordo Daily News	N/A
	Columbia Tennessee Herald	Columbia Publishing Co.	N/A
	Daily Democrat (Woodland, Cal.)	Leake Publishing Co.	N/A
Dun & Bradstreet	*Contractor, Industrial Distribution*	Morgan-Grampian Publishing Co.	N/A
	World Coal, World Mining	Miller Freeman Publications	N/A
Harcourt Brace Jovanovich	*Meat Processing, Meat Processing Intl, Telefood*	Davies Publications	N/A
	Machine & Equipment, Machine & Equipment Postcards, Plastic Design Forum, Plastics Compounding, Plastics Compounding Postcard Plastics Compounding Redbook	Industry Media	N/A N/A N/A N/A N/A
International Data Group	*HOT CoCo, inCider, jr, 80 Micro, Run*	Wayne Green Publications Group	N/A
International Thomson Holdings	*American Banker, Bond Buyer*	Otis Communications	N/A
	Daily Spectrum, St. George, Utah	Mr. Gail Stahley	N/A
	Daily Tribune, Wisconsin Rapids	William F. Huffman	N/A
	Express, Easton, Pa.	Easton Publishing Co.	N/A
	Waukesha Freeman, Wis.	Des Moines Register & Tribune	N/A
LIN Broadcasting	Leisureguides	T.L. Enterprises	3.0
Maclean-Hunter Communications	*Hospital Practice*	H.P. Publishing Co.	N/A
New York Times Co.	*Cruising World*	Murray L. Davis, editor & publisher	N/A
News America Publishing	*Chicago Sun-Times*	Field Enterprises	90.0
	New Woman	New Woman	N/A
Park Communications	*Albion Advertiser*, Albion, N.Y., *Journal-Register*, Medina, N. Y.	Medina Daily Journal-Register	N/A
	News-Virginian, Waynesboro, Va.	Waynesboro Publishing Co.	N/A
	Courier News, Blytheville, Ark.,	Frank Lehay, Hank Haines	N/A
	Osceola Times, Osceola, Ark.		N/A
Stauffer Communications	*Brainerd Daily Dispatch*, Braine[illegible] Minn.	McCullough Family	N/A
	Daily Ardmoreite, Ardmore, Okla.	Albert Reiser, Douglas Dillard et. al.	
	Grit Publications	ADVO Systems, Hartford, Conn.	N/A
Toronto Sun Co. (Maclean-Hunter)	*Houston Post*	*H & C Communications	100.0

*Indicates seller is a 100 Leader
**Leveraged buyout
†Buyer of a 100 Media company

company's increasing profit performance was driven by publishing, which represented $170.2 million, or 64.6% of D&B's total operating income for 1983. Corinthian contributed $49.2 million in operating income, equivalent to 18% of the total.

Corinthian, which had shown a 6% to 7% yearly increase in revenues since 1981, was sold to A.H. Belo Corp. for $606 million, resulting in a $350 million net after-tax gain at D&B in the first quarter of 1984 when the sale was completed.

The sale of the broadcast unit was part of D&B's long-term strategy to redeploy its assets into the mainstream of the business services and information sector. The company promptly turned its investment around in mid-May, buying A.C. Nielsen Co., Northbrook, Ill., for $1.1 billion in stock. D&B had built up further cash reserves through the sale in 1983 of TVS Tv Network and in January, 1984, the divestiture of Funk & Wagnalls encyclopedia and publishing operations. D&B also is negotiating to sell Pembroke Cable Corp.

The acquisition of Nielsen, according to those close to the company, fulfills the desire of top management to make D&B a major marketing-advertising research company, and one with a strong databank orientation.

Nielsen meets all such criteria. In fiscal 1983 ended Aug. 31, 1983, Nielsen had net income of $49.5 million, an increase of 12.2% from the previous year, on revenues of $680.3 million, up 5.7%. Its research-only revenues of $463.6 million in the 12 months ended Nov. 30, 1983, grew 7%, largely because of the company's local market tv panel expansion programs.

The marketing advertising research strength at Nielsen is vested in its tv audience measurement service. Media Research Group, which competes in the meter-based panel systems against Arbitron Ratings Co., a Control Data Corp. subsidiary. Nielsen also is a major factor in product movement at the retail level through its Food Index Services, which competes head-on with Time Inc.'s [illegible] service, which monitors grocer [illegible] duct movement at the warehouse [illegible]. Its test marketing service—ACN Marketing Research Group USA—competes heavily with rapidly growing BehaviorScan, a subsidiary of Information Resources Inc., Chicago.

In another acquisition, D&B in 1983 acquired McCormack & Dodge, an applications software company that produces proprietary packages for financial users. By internal use of the new acquisitions expertise, the company hopes to share its software-writing capabilities with other D&B divisions.

While the proliferation of personal computers is helping D&B's software business, it has hurt traditional computer service operations that offer time-sharing services to remote subscribers. D&B Computing Services continues to lose revenue, and the company says, "We do not now foresee a reversal of the decline in time-sharing revenue."

Responding to the recent recession's shakeup of the trade and professional publishing industry, D&B has restructured these operations significantly. In June, 1983, it acquired *Industrial Distribution* and *Contractor* magazines; in October, 1983, it acquired two more: *World Mining* and *World Coal*. It combined its October acquisitions with its *Mining Equipment International* to form a new monthly trade journal, *World Mining Equipment*, introduced in November.

Also in 1983, D&B sold *Purchasing World*, citing slow market growth and inadequate market penetration. It launched *Plant Engineering Products*, a tabloid to complement its existing *Plant Engineering*.

Last year also marked the company's major entry into electronic publishing. D&B introduced DunsNet, a private data network that delivers D&B resources to internal divisions and customers. While currently available on a regional basis, the startup service becomes nationwide by the end of this year. Also, the electronic edition of its Official Airline Guide came out last year. In addition to direct hookups, the ever-popular OAG is available through five D&B information networks.

DunsPlus, another internal development in 1983, capitalizes on the explosion of the personal computer market, combining the IBM PC with D&B's software for applications in financial, marketing and planning department of corporate users. Also introduced in 1983 was DunsVoice, a computer-generated voice network, accessed over any telephone. The new service provides subscribers with up-to-date business and credit information from Dun's National Business Information Center.

MEDIA PROPERTIES

Cable/video

Pembroke Cable Corp., a division of Corinthian, a wholly owned subsidiary of D&B serving NORTH CAROLINA: Ahoskie, Murfreesboro. VIRGINIA: Emporia, Greenville County, Halifax, Halifax County, LaCrosse, Mecklenburg County, South Boston, South Hill.

Magazines

American Journal of Cardiology, American Journal of Medicine, American Journal of Surgery, Consulting Engineer, Contractor, Control Engineer, Cutis, Datamation, Dun's Business Month, Electric Light & Power, Fire Engineering, Graphic Arts Monthly, Highway & Heavy Construction, Industrial Distribution, Industrial Research & Development, Plant Engineering, Plant Engineering Products, Power Engineering, Solid State Technology, Software News, World Mining Equipment (merger of *World Mining, World Coal* and *Mining Equipment International*).

Other media-related operations

Moody's Investors Services, Reuben H. Donnelley.

OTHER OPERATIONS

Dun & Bradstreet Business Education Services, Donnelley Marketing, Dun & Bradstreet Credit Services, Dun & Bradstreet International, Dun's Marketing Services, National CSS, Salesnet, Financial Services Industry Group, Dun & Bradstreet Commercial Collections, Dun & Bradstreet Credit Services, McCormack & Dodge software.

Evening News Assn.

Revenues	1983	1982
Media	$260,200,000	$244,000,000*
Other	N/A	N/A
Total	N/A	N/A

*Restated

Evening News Assn., Detroit, whose flagship media property is the *Detroit News*, is the nation's 38th largest media company with total media revenues estimated by ADVERTISING AGE at $260.2 million.

The company, whose media revenues for 1982 were revised downward to $244 million to reflect deletion of the commercial printing or the nonmedia portion of Times Graphics Inc. that had been figured into the total, has experienced steady but slow growth in the *Detroit News* as with its other media properties.

The *Detroit News* represents about 70% of the company's total media revenues. It leads in the circulation race against a longtime competitor, the *Detroit Free Press*, a Knight-Ridder Newspapers property.

The *News'* average daily circulation for the six months ended March 31, 1984, was 657,015; its Saturday circulation increased to 628,493, and Sunday, 861,004.

Compared with competitor the *Free Press*, these gains meant leads of 25,928 daily, 52,767 Saturday and 73,704 Sunday. The *Free Press'* daily circulation dropped slightly (0.7%) while its Sunday paper increased 0.9% (compared with the Sunday increase of 0.6% for the *News*).

The *News* has an even higher lead in the city and retail trading zones, an area where a majority of the state's population lives. In the six-county area of southeast Michigan, the *News* has a daily lead of 104,610; 121,431 on Saturday's, and 220,830 on Sundays, according to ABC audited figures. The *News* admits the *Free Press* is strong on newsstands and "out-state."

The market is so competitive that it is one of the few remaining metropolitan areas in the country where the price of a daily newspaper is below 25¢. The *News* undercuts the *Free Press* in this battle with a newsstand price of 15¢ daily and 50¢ Sunday compared with the *Free Press'* 20¢, daily and 50¢ Sunday.

The *News* also offers seven-day home delivery at $1.40 compared with the *Free Press'* $1.65; however the *Free Press* makes up the difference by offering new subscribers a 25 cents per week discount on home delivery. The *News* counters with programs that discount up to 70 cents off its weekly subscription rate.

The *News* is losing some ground to the *Free Press* in advertising. The *Free Press*, which had total advertising revenues of $94.8 million in 1983, reached an all-time high in 1983 of 44.6% share of the linage total of the combined total of the two papers. According to the *Free Press*, this compares with 41.1% in 1982, 39.6% in 1981 and 38.7% in 1980.

While the *News* is believed to be making money, the *Free Press* is not. Knight-Ridder indicates that in recent years the *Free Press* has had operating losses.

Among the broadcast properties, the company's lead station, WDVM-TV in Washington, is locked in a ratings duel with ABC affiliate WJLA-TV, an Allbritton station, for the top spot. Other tv properties include NBC affiliates, WALA-TV in Mobile, Ala., and KTVY, Oklahoma City, both in third place in the ratings; ABC affiliate KVUE-TV in Austin, Tex., No. 2 behind the CBS station, and CBS affiliate KOLD-TV in Tucson, No. 2 behind ABC.

Detroit-based radio station WWJ, an all-news station, has risen to third place in that 40-station market ahead of WJR, the voice of the Detroit Tigers. But James F. Clark, director-corporate communications, says he believes that the baseball season will propel WJR back into third. ENA's WJOI-FM in that market has a "beautiful music" format, the only one in the city.

Circulation rates of ENA-owned publications also remain solid, Mr. Clark says. New Jersey publications and circulations are: Two daily papers, *Vineland Times Journal*, 17,698, and *Millville Daily*, 7,060. New Jersey weekly publications are: *Mainland Journal*, 6,800; *Hammonton News*, 6,212; *Egg Harbor News*, 2,046, and *Atlantic County Record*, 1,386. ENA California newspapers and circulations are *Palm Springs Desert Sun*, 29,355, and *Indio Daily News*, 8,758.

ENA is not looking for any more radio stations, but the search for tv stations is continuing. Top executives still are looking to buy another midsize paper, preferably in a Sunbelt monopoly market.

ENA is considering new cable tv ventures as well as using teletext for news purposes. However, ENA is studying and "looking into" these resources rather than doing anything at the moment.

MEDIA PROPERTIES

Broadcasting

TV: KOLD, Tucson; KTVY, Oklahoma City; KVUE, Austin, Tex.; WALA, Mobile, Ala.; WDVM, Washington.

RADIO: WWJ (am) and WJOI (fm), Detroit.

Newspapers (dailies)

CALIFORNIA: Desert Sun Publishing Co.—*Indio Daily News, Palm Springs Desert Sun*. MICHIGAN: *Detroit News*. NEW JERSEY: Times Graphics Inc.—*Millville Daily, Vineland Times Journal*.

Newspapers (nondailies)

NEW JERSEY: Times Graphics Inc. —*Atlantic County Record, Egg Harbor News, Hammonton News*.

OTHER PROPERTIES

Commercial printing of Times Graphics Inc.

Forbes Inc.

Revenues	1983	1982
Media	$89,700,000	$72,100,000
Other	22,500,000	16,600,000
Total	$112,200,000	$88,700,000

Forbes Inc., New York, is the nation's 93rd largest media company with 1983 net revenues of $89.7 million, 80% of total corporate revenues of $112.2 million, a gross figure. Media revenues, almost all from *Forbes* magazine, were up 24.4% from a media contribution of $72.1 million out of total gross revenues of $88.7 million in 1982. (Forbes Inc. would not disclose total net income).

While the vast majority of company revenues and profits are derived from *Forbes*, its holdings include a range of properties, from real estate developments to founder Malcolm Forbes' substantial art collection. In *Forbes'* own annual listing of the nation's wealthiest individuals—the *Forbes 400*—Mr. Forbes is included, but his net worth is not disclosed. Estimates, however, range from $200 million to $300 million.

Forbes, a fortnightly, had another successful year in 1983. According to published audit figures, *Forbes'* advertising pages surged 15.6%, to 3,400 in 1983. At yearend, the magazine's circulation was 719,908, a 1.4% increase over 1982.

Both advertising and circulation revenue gains contributed to the magazine's performance last year. According to Publishers Information Bureau figures, gross revenues from advertising were $84.5 million, up 32% from 1982.

Forbes detailed its own breakdown of net advertising and circulation revenues. In 1983, according to the company, net revenue from advertising was $62 million, up from $47.6 million in 1982. Net circulation revenue was $27.7 million, compared with $24.5 million in 1982, the company said.

In addition to advertising rate increases, ad page gains and higher circulation, *Forbes* gained ground last year because it converted the *Forbes 400* into a separate special issue. The "Rich List" was a hit at the newsstands. The company sold 766,670 issues, making it the best-selling *Forbes* of the year.

April 30, *Forbes* published a second special issue—the annual *Forbes 500* index of the nation's largest companies. Previously, it was included in a regular issue. And this year, because of calendar breaks, *Forbes* will publish an additional regular issue.

A *Forbes* spokesman said the magazine had no plans for additional special issues this year. Moreover, he said, the magazine does not intend to increase its frequency to once-a-week, a move that is rumored periodically.

Mr. Forbes' well-publicized personal exploits have helped to promote the magazine in the past, and this year has been no exception. In February, 1984, he led a hot-air balloon and motorcycle tour of Egypt. He was pictured in national newsmagazines in a hot-air "sphinx" above the Pyramids.

Forbes continues to be an aggressive advertiser in major daily newspapers, magazines and the advertising trade press. Leading National Advertisers, which monitors ad spending for six media, credits Forbes Inc. with spending $1.4 million in advertising, largely on its resort property Sangre de Christo Ranch in Fort Garland, Colo.

To highlight its advertising and circulation gains as well as tweak competitors *Business Week* and *Fortune*, the magazine uses outdoor advertising, too. The magazine's long-running slogan, "*Forbes*: The Capitalist Tool," remains prominent in the ads.

During 1983, there were no major management changes at the publication. Both publisher James Dunn and editor-in-chief James Michaels are well-entrenched in their positions, sources say. Mr. Forbes' son, Malcolm S. Forbes Jr., continues in his position as president of the company.

MEDIA PROPERTIES

Magazines

Forbes, Forbes Investment Advisory Newsletter.

OTHER PROPERTIES

Forbes Investment Advisory Institute, New York; Forbes Sangre de Christo Ranch, Fort Garland, Colo.; Forbes Lake of the Ozarks resort, Warsaw, Mo.; various real estate holdings including Laucala Island in the Fiji Islands and art collection.

Freedom Newspapers

Revenues	1983	1982
Media	$224,800,000	$207,700,000
Other	—	—
Total	$224,800,000	$207,700,000

Freedom Newspapers, Santa Ana, Cal., is the country's 45th largest media company, with 1983 revenues estimated by ADVERTISING AGE at $224.8 million, all from media operations. In 1982, media revenues were an estimated $207.7 million.

A privately held company, owned by descendants of the late R.C. Hoiles, Freedom Newspapers is a print-oriented media company, although two tv stations have been its most recent acquisitions.

Freedom in January, 1984, paid $49 million to Dallas-based A.H. Belo Corp. for two tv stations that had been in Belo's stable for several years—WTVC (an ABC affiliate), Chattanooga, Tenn., and KFDM-TV (a CBS affiliate), Beaumont, Tex.

Belo had to divest itself of the stations in order to comply with FCC regulations limiting ownership of tv properties to seven. Belo had picked up six stations sold as a package by Dun & Bradstreet's Corinthian Broadcasting.

The purchase boosted Freedom's number of tv properties to four. Existing tv stations are KTVL, Medford, Ore., and WLNE, New Bedford, Mass./Providence, R.I., the latter acquired in 1983.

Among other properties, growth was evident at the *Register* in Santa Ana, the largest and most rapidly growing of the Freedom properties. It serves affluent Orange County, the suburban area south of Los Angeles. The company also publishes two smaller dailies in this area: *Anaheim Bulletin* and *La Habra-Brea Star Progress*.

Freedom Newspapers owns 30 newspapers, of which the *Colorado Springs Gazette-Telegraph*, with 92,296 combined circulation, is next largest after the *Register*. Some of its newspapers have local partners holding minor interests, but in all cases Freedom Newspapers is majority owner.

Increasing circulation of the *Register* reflects the steady growth of Orange County. As of March 31, 1984, the paper was distributed daily to a high of 279,452, up 8% over the previous reporting period, according to ABC reports. Sunday circulation stood at 311,062, up 7.7%.

The *Register* did much better than the formidable *Los Angeles Times* in its backyard circulation area. According to the Sept. 30, 1983, publisher's statement, the *Register* showed an average daily circulation of 255,638, a gain of 17,759 from the previous year, compared with the *Los Angeles Times*, which posted a total of 161,143 for its Orange County edition, down 5,975 from year-earlier figures.

General advertising linage at the *Register* also has risen a dramatic 49.4% in the past five years, from 3.8 million lines in 1978 to a high of 5.7 million in 1983.

In January, 1984, the newspaper was No. 1 in the nation in color linage. It is fifth nationally in full-run advertising linage and fourth in full-run retail advertising.

Rollout of the *Register's* community editions in early 1983 provided the newspaper with full market coverage. Originally called *Orange County Week*, the section has been reconfigured from a broad sheet to a tabloid and renamed *Register Community Edition*.

The community editions are being sent by second-class mail to nearly 300,000 nonsubscriber households, with zoned advertising and inserts. As of May 1, the rollout had been completed, with 31 community editions blanketing all of the county with local news coverage and zoned advertising capability. Included with each community edition is a broadsheet section, called Section A, which contains articles of general interest from the *Register*.

Each community edition also is inserted into the *Register* on Tuesday of each week, bringing local news to all of the newspaper's subscribers. The combination provides an 83.3% penetration of the market, with a variety of advertising opportunities available, as well as a package that includes the other Freedom newspapers in the county, the Anaheim Bulletin and *La Habra Star Progress*.

MEDIA PROPERTIES

Broadcasting

TV: KFDM, Beaumont, Tex.; KTVL, Medford, Ore.; WLNE, New Bedford, Mass./Providence, R.I.; WTVC, Chattanooga, Tenn.

Newspapers (dailies)

CALIFORNIA: *Anaheim Bulletin, La Habra-Brea Daily Star-Progress, Marysville Appeal-Democrat, Porterville Recorder, Santa Ana Register, Turlock Daily Journal, Victorville Daily Press.* COLORADO: *Colorado Springs Gazette-Telegraph.* FLORIDA: *Fort Walton Beach Playground Daily News, Fort Pierce News Tribune, Panama City News-Herald.* INDIANA: *Crawfordsville Journal Review, Seymour Daily Tribune.* MISSISSIPPI: *Greenville Delta Democrat-Times.* NEBRASKA: *Columbus Telegram.* NEW MEXICO: *Clovis News Journal.* NORTH CAROLINA: *Burlington Times-News, Gastonia Gazette, Jacksonville Daily News, Kinston Daily Free Press, New Bern Sun-Journal.* OHIO: *Bucyrus Telegraph-Forum, Lima News.* SOUTH DAKOTA: *Huron Daily Plainsman.* TEXAS: *Brownsville Herald, Harlingen Valley Morning Star, McAllen Monitor, Odessa American, Pampa Daily News.*

Newspapers (nondailies)

ALABAMA: *Dothan Progress.* Three weeklies, Dothan, Alabama. 28 shoppers, Community Press Newspapers, Denver.

Gannett Co.

Revenues	1983	1982
Media	$1.671 bil.	$1.493 bil.
Other	33,000,000	27,000,000
Total	$1.704 bil.	$1.520 bil.

Gannett Co., Rochester, N.Y., is the sixth largest U.S. media company, with media revenues of $1.67 billion in 1983, or 98.1% of total revenues of $1.7 billion. Newspapers accounted for about 76% of the total revenue, outdoor advertising 11.5% and broadcasting 11%, about the same percentages as in 1983.

Media revenues were up 10% from $1.49 billion in 1982 when total revenues were $1.52 billion. Total earnings rose to $191.6 million from $180.5 million in 1982, an increase of 5%, the same percentage gain as in the previous year.

The company reported that first-quarter 1984 earnings were $34.8 million, a 7% increase over the first quarter of 1983.

As was the case a year earlier, Gannett's national newspaper, *USA Today*, attracted heavy media attention. The daily, which debuted in September, 1982, is now available to 70% of the U.S. population, according to the company, which also said its circulation was 1.328 million at yearend. The long-awaited first audit on *USA Today* from the Audit Bureau of Circulations was to be released this month.

Early in 1984, Gannett announced the formation of an international task force to explore the possible printing and distribution of *USA Today* in Europe and the Far East.

Gannett chairman Allen H. Neuharth reported that 1984 would be the year for advertising at *USA Today*. Plans are to double the paper's color capacity from eight to 16 pages daily in July and expand the total page capacity from 40 to 48 pages. "Advertising is 11% to 12% short of goal," Mr. Neuharth said in April, and he termed this "well within the tolerance factor."

During 1983, new executives were installed both at *USA Today* and on the corporate level.

John J. Curley, president of Gannett's newspaper division and former editor of *USA Today*, was named president-chief operating officer of Gannett. Douglas H. McCorkindale, exec vp-chief legal officer, was appointed vice-chairman-chief financial officer. William J. Keating, president of the Gannett Central Newspaper Group and publisher of the *Cincinnati Enquirer*, was named president of the newspaper division.

Mr. Neuharth called these promotions "another step in the orderly and effective transition to younger top management." Mr. Neuharth, 60, has an employment contract that runs to 1989.

Cathleen Black continued her rapid rise in the company, being named publisher of *USA Today* this month. She replaces John E. Heselden, who previously announced he would retire next April, when he reaches 65. Mr. Heselden continues as deputy chairman of Gannett.

Ms. Black had been named president of *USA Today* in 1983, when Vincent E. Spezzano was appointed corporate senior vp-communications. Mr. Spezzano also heads Gannett's international task force.Replacing Ms. Black as president of *USA Today* is Paul B. Flynn, former executive vp of the paper and also former president of Gannett/Southeast Newspaper Group and president and publisher of the *Fort Myers News-Press*.Thomas J. Farrell, assistant treasurer of Gannett, was named utive vp-business manager of *USA Today*, a new position.

During 1983, John C. Quinn, Gannett's chief news executive and president of Gannett News Service, was named exec vp-chief news executive-editor of *USA Today*.

Other developments within the company include the start of construction of an offset printing plant in Chandler, Ariz., and the beginning of "USA Today of the Air," a daily radio feature series developed jointly with Mutual Broadcasting.

In January, Gannett's *Observer-Dispatch* in Utica, N.Y., distributed the first newspaper to contain pages printed with plates engraved electronically from the output of newsroom and advertising computers.

Gannett sold the *Oakland Tribune* to *Tribune* publisher Robert Maynard and a group of investors, and it terminated discussions with Chronicle Broadcasting to acquire KRON-TV in San Francisco. Gannett also sold KARK-TV, Little Rock, Ark.; WLKY-TV, Louisville; WPTA-TV, Fort Wayne, Ind., and the screen printing company Romo, Green Bay, Wis.

Gannett acquired WTCN-TV, Minneapolis-St. Paul, from Metromedia and WLVI-TV, Boston, from Field Communications. It also announced an agreement to acquire WDAE-AM in Tampa-St. Petersburg from Taft Broadcasting.

In April 1984, Gannett changed the call letters of KBTV in Denver to KUSA.

MEDIA PROPERTIES

Broadcasting

TV: KOCO, Oklahoma City, KPNX, Phoenix; KUSA, Denver; WLVI, Boston; WTCN, Minneapolis-St. Paul, WXIA, Atlanta.

RADIO: KPRZ (am) and KIIS (fm), Los Angeles; KSDO (am, fm), San Diego; KUSA (am) and KSD (fm), St. Louis. *WDAE (am), St. Petersburg-Tampa and WIQI (fm), Tampa, Fla.; WGCI (am, fm), Chicago; WLQV (am) and WCZY (fm), Detroit; WWWE (am) and WDOK (fm), Cleveland.

*Pending acquisition

Newspapers (dailies)

NATIONAL: *USA Today.* ARIZONA: *Tucson Citizen.* CALIFORNIA: *Independent Journal*, Marin County, *Salinas Californian, San Bernardino Sun, Stockton Record, Visalia Times-Delta.* COLORADO: *Fort Collins Coloradoan.* CONNECTICUT: *Norwich Bulletin.* DELAWARE: *Wilmington Morning News, Wilmington Evening Journal.* FLORIDA: *Cocoa Today, Fort Myers News-Press, Pensacola Journal, Pensacola News Journal.* GEORGIA: *Gainesville Times.* GUAM: *Pacific Daily News*, Agana. HAWAII: *Honolulu Star-Bulletin, Honolulu Star-Bulletin & Advertiser.* IDAHO: *Idaho Statesman*, Boise. ILLINOIS: *Danville Commercial-News, Rockford Register Star.* INDIANA: *Lafayette Journal and Courier, Marion Chronicle-Tribune, Richmond Palladium-Item.* IOWA: *Iowa City Press-Citizen.* KANSAS: *Coffeyville Journal.* LOUISIANA: *Monroe News-Star-World, Shreveport Times.* MICHIGAN: *Battle Creek Enquirer, Lansing State Journal, Port Huron Times Herald, Sturgis Journal.* MINNESOTA: *St. Cloud Daily Times.* MISSISSIPPI: *Hattiesburg American, Jackson Clarion-Ledger, Jackson Daily News.* MISSOURI: *Springfield Daily News, Springfield Leader and Press.* NEBRASKA: *Fremont Tribune.* NEVADA: *Nevada State Journal*, Reno, *Reno Gazette, Melborne Journal.* NEW JERSEY: *Bridgewater Courier-News, Camden Courier-Post.* NEW MEXICO: *New Mexican*, Santa Fe. NEW YORK: *Binghamton Evening Press, Binghamton Sun-Bulletin, Elmira Star-Gazette, Ithaca Journal, El Diario-La Prensa*, New York, *Niagara Gazette, Poughkeepsie Journal, Rochester Democrat and Chronicle, Rochester Times-Union, Saratogian*, Saratoga Springs, *Utica Daily Press, Utica Observer-Dispatch.* Westchester Rockland Newspapers—*Mamaroneck Daily Times, Mount Vernon Daily Argus, New Rochelle Standard Star, Nyack-Rockland Journal News, Ossining Citizen-Register, Port Chester Daily Item, Tarrytown Daily News, White Plains Reporter-Dispatch, Yonkers Herald Statesman.* OHIO: *Chillicothe Gazette, Cincinnati Enquirer, Fremont News-Messenger, Marietta Times, Port Clinton News Herald.* OKLAHOMA: *Muskogee Daily Phoenix, Times-Democrat.* OREGON: *Salem Statesman-Journal.* PENNSYLVANIA: *Chambersburg Public Opinion, Lansdale Reporter, New Kensington Valley News Dispatch.* SOUTH DAKOTA: *Sioux Falls Argus Leader.* TENNESSEE: *Knoxville Journal, Nashville Tennessean.* TEXAS: *El Paso Times.* VERMONT: *Burlington Free Press.* VIRGIN ISLANDS: *St. Thomas Daily News.* WASHINGTON: *Bellingham Herald, Olympian, Olympia.* WEST VIRGINIA: *Huntington Herald-Dispatch.* WISCONSIN: *Green Bay Press-Gazette, Wausau Daily Herald.*

Newspapers (nondailies)

CONNECTICUT: *Norwalk Fairpress, Journal-Transcript*, Windham, *Community*, Norwich. FLORIDA: *Tribune, Bonita Springs Extra, Cocoa Times, Longwood Seminole Citizen News, Melbourne Tribune, Titusville Star-Advocate.* GEORGIA: *Poultry & Egg News, Poultry Marketing, Times Topics*, all in Gainesville. MISSISSIPPI: *Clinton News, Gautier Independent, Madison County Herald*, Canton, *Ocean Spring Record, Petal Journal.* NEW JERSEY: Suburban Newspaper Group (10 weeklies in Cherry Hill), *Salem Sampler.* NEW YORK: *Mount Vernon Review Press-Reporter, Commercial News*, Saratoga Springs. PENNSYLVANIA: *Butler County News*, Zelienople, *Lansdale Extra, North Hills News Record*, Pittsburgh, *Sharpsburg Herald, Town & Country*, Pennsburg. VIRGINIA: *Pennywhistle Press*, Arlington.

Outdoor

Gannett Outdoor Advertising Group, MEDIACOM (Canada).

Other media properties

Gannett Newspaper Advertising Sales, Gannett Media Sales, Gannett News Service, Gannett Satellite Information Network, Gannett Productions, MacNeil-Lehrer-Gannett Productions, Newscope, America Today.

OTHER OPERATIONS

Louis Harris & Associates Research, Gannett Offset, PIA Merchandising, TENCON sign manufacturing.

General Electric

Revenues	1983	1982
Media	$94,000,000	$175,000,000
Other	26.703 bil.	26.325 bil.
Total	$26.797 bil.	$26.500 bil.

General Electric, Fairfield, Conn., is the country's 78th largest media company, with 1983 revenues from media properties of $94 million, a 46.3% decline in media revenues of $175 million in 1983.

Media, which accounts for less than 0.4% of total revenue at GE, got the axe as GE divested itself of all of its tv properties but one and eight radio units.

GE had total revenues in 1983 of $26.8 billion, a 1.1% increase over the previous year. Net earnings were $2.02 billion, an 11.4% increase from 1982.

Revenues from continuing media operations in 1983 were derived from two sources—General Electric Cablevision, with revenues of $65 million, and General Electric Broadcasting Co., with revenues of $29 million, after the sale of 10 broadcast outlets.

GE during 1983 sold all but one of its broadcasting properties, KCNC (TV) in Denver, Colo., which the company said it is retaining because of the growth potential in the Denver broadcasting market.

The company sold two tv stations and eight radio stations for an estimated $115.5 million, which GE said resulted in a pre-tax gain of $81 million.

WNGE-TV in Nashville, an ABC affiliate, was sold to Knight-Ridder Broadcasting for $37 million; WRGB-TV, a CBS affiliate in Albany, N.Y., was sold to Universal Communications Corp., a company formed by former CBS president John D. Backe, for $35 million.

A.H. Belo Corp. paid $22 million for KOA(am) and KOAQ(fm) in Denver; Sky Communications paid $13 million for WSIX (am, fm) in Nashville and WGY(am) and WGFM in Schenectady, N.Y., and Susquehanna Broadcasting Co. paid $4.5 million for KFOG-FM in San Francisco.

RCA Corp. bought WJIB(fm) in Boston for an undisclosed sum. Industry observers estimated the station's sale price at between $3 million and $4 million.

GE had attempted to spin off its properties once before when it entered into bidding for Cox Broadcasting of Atlanta in 1979, but the deal fell through.

General Electric Cablevision, based in Schenectady, had 326,700 basic subscribers and 205,000 pay subscribers at the end of 1983, says Sal Belanger, vp-general manager.

The number of basic subscribers increased 6%, and pay subscribers increased 2.5% from the year earlier.

GE Cablevision is the 20th largest multiple cable system operator, with 12 systems in six states. GE systems are among the largest in Indiana, Michigan and Illinois, where they control at least 8% of the market in each state.

Despite industry speculation that GE has been seeking to acquire additional cable systems, the company made no acquisitions in 1983 and the first quarter of 1984, Mr. Belanger says GE continues to explore possible acquisitions, but says no deals are imminent this year.

GE chairman John F. Welch, in his annual message to shareholders, said GE improved its cash position during 1983 through the sale of a number of subsidiaries. He said the money will be used for acquisitions and to exploit existing business activities. GE's cash situation was improved further in March by the sale of its small appliance business to Black & Decker Mfg. Co. for $300 million.

MEDIA PROPERTIES

Broadcasting

TV: KCNC, Denver.

Cable/video

General Electric Cablevision Corp., in CALIFORNIA: Merced, Tracy, Vacaville, Walnut Creek. ILLINOIS: Decatur, Peoria. INDIANA: Anderson, Evansville (80% interest). MICHIGAN: Grand Rapids/Wyoming. MISSISSIPPI: Biloxi, Hattiesburg. NEW YORK: Watertown.

Golden West Television

Revenues	1983	1982
Media	$140,000,000	$125,000,000
Other	—	—
Total	N/A	N/A

Golden West Television, Los Angeles, is the 68th largest U.S. media company in 1983 with media revenues estimated by ADVERTISING AGE of $140 million, virtually all from tv station KTLA in Los Angeles.

The station had estimated revenues of $125 million in 1982 when it was under the ownership of former movie cowboy star Gene Autry and Signal Cos. of La Jolla, Cal., the engineering and electronics conglomerate that also owns Mack Trucks.

In an acquisition involving a leveraged buyout, Mr. Autry bought Signal's 49.9% interest in Golden West Broadcasters (the name of the company then) for $225 million and then sold KTLA for $245 million to a corporation formed by Kohlberg Kravis Roberts & Co., the New York-based private investment banking company. Mr. Autry held on to seven radio properties but since has begun to sell them.

The price paid for KTLA exceeded the previous record of $220 million paid in 1982 for WCVB-TV in Boston. (In 1984, A.H. Belo Corp. topped this when it paid $342 million for KHOU-TV in Houston as part of a deal in which Belo put down $600 million to buy Corinthian Broadcast properties from Dun & Bradstreet.)

KTLA is the largest independent station in the Los Angeles tv market. It is worth more than $600 million in ad revenue from local and national spot buys, not counting network buys, according to AD AGE sources.

Under the leveraged buyout, Anthony Cassara, then president of Golden West Broadcasters tv division, became president and part owner of Golden West Television Inc.

Mr. Cassara gained additional responsibilities early in 1984 when he was named president, Wometco Broadcasting Co., a new company made up of the former tv properties of Miami-based Wometco Enterprises. The tv properties were purchased in a leveraged buyout by Kolberg Kravis Roberts. Estimated revenues of the tv properties for 1984 are $100 million.

In the Wometco deal, Kohlberg, Kravis Roberts acquired six tv stations to add to KTLA.

In addition to the radio properties, Mr. Autry's Golden West Broadcasters retained ownership of KTLA's studios in downtown Los Angeles and the California Angels professional baseball team.

Kohlberg Kravis Roberts also obtained in the buyout Golden West Productions, Golden West Subscription TV of Dallas and Golden West Videotape and Golden West Television Distribution, all relatively minor contributors to revenues.

Concerning the latter property, Mr. Cassara has noted that Golden West plans to step up its syndication activity.

MEDIA PROPERTIES

Broadcast

TV: Kohlberg Kravis Roberts & Co.-controlled stations as of early 1984 (former Golden West Broadcasters and Wometco properties): Golden West Television—KTLA, Los Angeles; Wometco Broadcasting—WTVJ, Miami/West Palm Beach; WZZM, Grand Rapids, Mich.; WWHT, Newark, N.J.; WSNL, Smithtown, N.Y.; WLOS, Asheville, N.C./Greenville-Spartanburg, S.C.; KVOS, Bellingham, Wash.

Other media properties

Golden West Subscription TV of Dallas.

OTHER PROPERTIES

Golden West Productions. Golden West Videotape and Golden West Television Distribution.

H&C Communications

Revenues*	1983	1982
Media*	$90,000,000	$80,500,000
Other	——	——
Total	$90,000,000	$80,500,000

*Both years reflect only broadcast revenues.

H&C Communications. Houston. despite selling its leading media property. the *Houston Post*. to the Toronto Sun Co. in 1983. still was the nation's 92nd largest media company with revenues estimated by ADVERTISING AGE at $90 million. all in media.

That is a 12% increase over 1982's broadcast property revenues.

A private holding company owned by Houston's Hobby and Catto family interests. H&C is cash rich with $100 million from the sale of the *Post*. It is in the process of converting those proceeds into the acquisition of additional broadcast properties.

H&C is one of several suitors bidding for the tv properties of Orlando. Fla.-based Cowles Communications. Publicly owned Cowles owns the NBC affiliate. WESH. in Daytona-Orlando Beach. and the CBS affiliate in Des Moines. Ia., KCCI.

The Cowles properties. which are being sold through Goldman Sachs & Co., are valued at about $135 million. Jointly they generated earnings of $4.5 million on revenues of $24.1 million in 1983. with WESH the larger contributor.

Should H&C purchase both Cowles properties. it would have to realign its existing properties or spin off one of the new acquisitions. says Harold Crump. president of the broadcast unit. H&C already has four vhf stations—the FCC maximum is five—with WTOK. the ABC affiliate in Meridian. Miss., the only station not in a major market.

Mr. Crump suggested a sale of WTOK might be a possibility. although reluctantly so "because it's the only vhf in the market."

"We're the kind of company that buys a property and holds it." says Jim Crowther. president of the holding company. "It would be more than likely a tossup between Des Moines and Meridian. We obviously are not buying the Daytona-Orlando property to sell it."

H&C owns KPRC. the NBC affiliate in Houston that ranks second in several time slots and third in prime time in that market. The company is hoping a 2,000-ft. tower to be in operation in late summer will increase the density of its signal and improve its marketability. which has been a problem because of its low band. The Cowles station in Daytona-Orlando recently increased the height of its antenna and got better coverage as a result. Mr. Crump says.

H&C's other properties include KVOA. the NBC affiliate and No. 1 station in Tucson. and WTVF. the CBS affiliate and No. 1 station in Nashville.

Another official at H&C says the company does not intend to return to newspapers. "We fell out of love with newspapers. and I guess you'd say that leaves us in the market for more broadcast." Under regulations governing media crossownership in the same market. H&C can defer taxes up to 18 months on capital gains resulting from the sale of a major media property. If the proceeds can be turned over into other investments within that period. the company can accrue various tax benefits. "That is our intent." says Mr. Crump.

H&C has one other broadcast property—KPRC (am. fm) in Houston. its lone radio property—and owns the *Washington Journalism Review*. This spring. Crain Communications and H&C have entered into a joint venture to publish the *WJR*. Crain will provide advertising. circulation and some editorial support.

Jessica Catto. the daughter of Oveta Culp Hobby and a sister to Texas Gov. William P. Hobby. is publisher of the *WJR* and a board member of H&C. Gov. Hobby is chairman of the board. and Mrs. Catto's husband. Henry. is board vice-chairman.

MEDIA PROPERTIES

Broadcasting

TV: KPRC. Houston: KVOA. Tuscon. Ariz.: WTOK. Meridian. Miss.: WTVF. Nashville.

RADIO: KPRC (am. fm) Houston.

Magazines

Washington Journalism Review. joint venture with Crain Communications.

Harcourt Brace Jovanovich

Revenues	1983	1982
Media	$101,200,000	$98,900,000*
Other	547,600,000	476,400,000
Total	$648,800,000	$575,300,000

*Restated

Harcourt Brace Jovanovich. New York. is the country's 87th largest media company. with media revenues estimated by ADVERTISING AGE at $101.2 million in 1983. or 15.6% of total revenues of $648.8 million.

In 1982. media revenues were estimated at $98.9 million (restated). or 17.2% of total revenues.

Media properties are part of the HBJ Communications and Services unit and include magazines and broadcasting. For the purpose of this analysis. other businesses in that HBJ division—insurance. book clubs and management consulting—do not qualify as media.

The company has two other operating units: HBJ Publishers (books. academic journals and instruction courses divided into two subgroups—elementary and secondary education. and university and professional education) and Sea World Enterprises (marine parks. food processing and services and land development).

HBJ Inc., which decentralized its operations from New York the last quarter of 1982. says it derived savings from its relocation move and attendant reorganization that contributed to 1983 earnings of $27.5 million—highest in the company history—on revenues of $648.8 million, a 12.8% increase over 1982. Company management now operates out of Orlando. San Diego. Cleveland and New York.

The 1983 results contrast strongly with 1982. in which net income plummeted 86% to $3.3 million from $23.8 million in 1981. as revenues rose some 6.7%. The 1982 figures. however. reflect a pretax charge for the expenses incurred in relocating company offices.

As for HBJ Communications and Services division. revenues increased $5 million. or 4.4%. Revenues from business magazines were $3.9 million higher. owing to increases in advertising pages sold. up 7.3%. in addition to a rise in ad rates. up 7.%. According to HBJ. all units of the division reported improved operating income. For their part. business publications enjoyed a $2.9 million increase in profits on higher revenues. Farm periodicals also showed improved operating income because of lower production and operating costs following the reorganization of publishing activities and the administrative separation of magazine publishing from rural insurance sales.

In nonmedia activity. elementary and secondary education division revenues increased $45.1 million, or 27%. School textbook sales vaulted $37.3 million, or 46.3%, most notably in the elementary market. Operating income from the elementary and secondary education division increased $11.5 million. predominantly from higher sales of school textbooks and somewhat from test publishing. which saved administrative costs by relocating in Cleveland.

Analysts applaud the cost-cutting results engendered by the corporate relocation. which when announced had more than a few skeptics. who feared that the company would have trouble attracting top talent to its new headquarter cities.

Analysts also believe that the next

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decade holds promise for HBJ in terms of sheer demographics. The baby boom generation now is having children, whom HBJ can help to educate through its extensive schoolbook operations.

Indeed, the operating profit for the school department (books for grades kindergarten through 12) jumped 155%, increased 91% for HBJ Publications (business periodicals), and rose 45% for the college department (textbooks).

Among the top magazine performers during 1983, *Physician's Management* reported a 37% increase in ad pages, *Communications News* 34% and *Modern Medicine* 26%.

In addition to gains posted by existing magazines, earlier this year, HBJ purchased two companies with business magazines in new fields, Industry Media Inc.—which HBJ now is operating with the title of Resin Publications—and Davies Publications.

The acquisitions added nine new titles to the company's magazine roster. They include, under Resin, *Machine & Equipment, Machine & Equipment Postcards, Plastics Compounding, Plastics Compounding Postcards, Plastics Compounding Redbook* and *Plastic Design Forum.* From Davies Publications, the company obtained *Meat Processing, Meat Processing International* and *Telefood.*

The finishing touches will be put on the company's relocation efforts in Orlando in 1984. Currently, HBJ has placed in Orlando its major corporate offices, house counsel, contracts and copyright, real property management, data processing and general accounting. Upon completion of a new headquarters building there, HBJ will move into the building its school department, Academic Press (scientific books), Grune & Stratton (medical books), HBJ Insurance (as consolidated) and Beckley-Cardy (sale of school and office supplies and equipment), the latter of which has been placed under the umbrella of HBJ Communications and Services.

MEDIA PROPERTIES

Broadcast

TV: WDIO, Duluth, and WIRT, Hibbing, Minn.

Magazines

HEALTHCARE: *Dental Industry News, Dental Laboratory Review, Dental Laboratory Review Buyer's Guide, Dental Management, Geriatrics, Hearing Instruments, Hospital Formulary, Modern Medicine, Modern Medicine Pocket Guides, Neurology, Physician's Management.* ENERGY: *Brown's Directory, Energy News, Energy Week, L-P Gas, Petroleum Engineer International, Pipeline & Gas Journal, SGA Directory.* FARM: *Action Pac, Colorado Farmer & Rancher, Kansas Farmer, Michigan Farmer, Missouri Ruralist, Nebraska Farmer, Ohio Farmer, Pennsylvania Farmer.* EDUCATION: *Instructor, Industrial Education,* (Instructor Action Cards, Instructor Computer Director for Schools, Instructor Education Service, Industrial Education Product Sale Cards). MERCHANDISING: *ASIA Show Daily, Body Fashions/Intimate Apparel Directory, Body Fashions/Intimate Apparel Market Maker, Flooring, Flooring Market Shoppers, Gourmet Today, Home & Auto, Home & Auto APAA Show Dailies, Home & Auto Buyer's Guide, Hosiery & Underwear, Housewares, Housewares Show Stoppers, Housewares USA, NEOCON, Market Shopper, Pets/Supplies/Marketing, Rent All, Rent All Show Dailies, Selling Christmas Decorations, Toys, Hobbies & Crafts, Directory, Toy Trade News, Hobby Show News.* FOOD SERVICE & PROCESSING: *Food Management, Food Plant Ideas, Food Plant Ideas Postcards, Idea File, Quick Frozen Foods, Quick Frozen Food Directory of Frozen Food Processors.* COMMUNICATIONS: *Communications News, Telephone Engineer & Management, Telephone Engineer & Management Directory, Telephone Engineer & Management Fast Action Postcards.* TRAVEL & LODGING: *Directory of Incentive Travel International, Hotel & Motel Management, Hotel & Motel Management Buyer's Guide, Quick Order Product Directory, Worldwide Meetings & Incentives, Worldwide Meetings & Incentives Destination Guide.* MANUFACTURING, DISTRIBUTION & SERVICE: *Drug & Cosmetic Catalog, Drug & Cosmetic Industry, International Turfgrass Show Daily, Lawn Care Industry, Lawn Care Industry Show Daily, Paper Sales, Paper Sales Convention News, Paper Year Book, Pest Control, Pest Control Show Daily, Professional Remodeling, Roofing/Siding/Insulation, RSI Extra, Snack Food, Weeds, Trees & Turf.* INDUSTRY: *Beverage Industry, Beverage Industry Annual Manual, Candy Marketer Quarterly, Candy & Snack Industry Buying Guide, Dairy Field, Dairy Industry Catalog, Food & Drug Packaging, Food & Drug Packaging Post Cards, Paperboard Packaging, Official Board Markets, International Container Directory, Official Container Directory, Books for Industry, Inside Industry, Candy & Snack Industry Update.* GRIDLEY PUBLICATIONS: *DVM, Newsmagazine of Veterinary Medicine.* DAVIES PUBLICATIONS: *Meat Processing, Meat Processing International and Telefood.* RESIN PUBLICATIONS: *Machine & Equipment, Machine & Equipment Postcards, Plastics Compounding, Plastics Compounding Postcard, Plastics Compounding Redbook* and *Plastic Design Forum.*

Newsletters

Aviation Monthly, Business Digest, Cosmetic Insiders Report, Executive Edge, Homeowners Advisory Letter, Investing in Real Estate, Managing: The Entrepreneur's Guide to Success, Real Estate Investing Letter, Rental House & Condo Investor.

OTHER OPERATIONS

Book publishing, instructional materials, insurance, management consulting, Sea World Enterprises.

The media leaders: Broadcast revenues (1983)

Estimated broadcast revenues of 100 Leading Media Companies

Company	Broadcast revs. Est. ($000,000)		Number of stations			
	1983	1982	am	fm	vhf	uhf
American Broadcasting Cos.	2,614.3	2,341.9	5	6	5	0
CBS Inc.	2,389.4	2,165.2	6	6	5	0
RCA Corp.	2,090.0	1,790.0	4	4	5	0
Metromedia Inc.	371.6	324.3	7	7	5	2
Capitol Cities Communications	235.8	221.0	6	6	5	1
Tribune Co.	228.7	182.3	3	2	3	2
Cox Communications	200.2	181.5	5	7	5	2
Gannett Co.	192.9	161.7	7*	7	5	1
RKO General Inc.	175.7	164.0	6	6	3	0
Westinghouse Electric Co.	175.3	156.5	7	4	5	0
Storer Communications	167.8	156.6	0	0	5	2
Hearst Corp.	163.3	145.8	4	3	5	0
Taft Broadcasting	140.8	125.1	6	7	5	2
Golden West Television	140.0	125.0	0	0	0	1
Turner Broadcasting System	136.2	96.7	0	0	0	1
Multimedia Inc.	125.8	110.5	6	6	4	1
Oklahoma Publishing Co.	125.7	102.8	2	1	4	3
Chris-Craft Industries	122.0	53.5	0	0	5	1
Washington Post Co.	120.0	107.7	0	0	4	0
Viacom International	119.8	122.3	2	5	3	1
Times Mirror Co.	116.1	100.4	0	0	5	2
Bonneville International Corp.	107.0	89.0	5	7	2	0
Media General	105.9	64.7	0	0	2	1
Pulitzer Publishing Co.	96.8	89.6	1	1	5	2
Scripps-Howard	94.4	93.1	3	4	5	2
LIN Broadcasting	91.0	73.9	5	5	5	2
H & C Communications	90.0	80.5	1	1	4	0
Meredith Corp.	88.5	78.0	1	1	5	2
Harte-Hanks Communications	84.4	75.0	5	4	3	1
Outlet Co.	80.0	75.0	1	4	5	0
Wometco Enterprises	79.0	74.1	0	0	4	2
A. H. Belo Corp.	78.8	68.7	2	3	1	0
Evening News Assn.	72.7	64.0	1	1	4	1
McGraw-Hill	71.6	66.7	0	0	3	1
Jefferson-Pilot Corp.	66.4	58.5	5	4	2	0
Allbritton Communications	63.5	37.1	0	0	4	0
Chronicle Publishing Co.	58.0	53.1	0	0	4	0
General Electric Co.	57.0	60.0	0	0	1	0
New York Times Co.	53.4 †	47.0	1	1	2	1
Knight-Ridder Newspapers	51.6	43.3	0	0	5	0
A. S. Abell Co.	50.0	44.6	2	4	1	0
Lee Enterprises	45.5	43.2	2	2	4	0
Park Communications	42.3	39.7	7	7	5	2
Dispatch Printing Co.	31.0	28.2	0	0	2	0
Landmark Communications	26.5	23.0	1	1	2	0
Donrey Media Group	25.4	22.0	4	1	1	0
Rollins Inc.	25.1	24.6	5	1	3	0
Journal Co.	23.3	20.0	1	1	2	0
Des Moines Register & Tribune Co.	21.8	22.0	2	2	3	0
Macromedia Inc.	20.8	20.1	0	0	3	1
Stauffer Communications	17.7	19.0	4	3	2	0
Harcourt Brace Jovanovich	15.9	14.3	0	0	2	0
Courier-Journal & Louisville Times Co.	15.0	8.0	1	1	1	0
Affiliated Publications	14.5	14.8	5	4	0	0
Freedom Newspapers	14.3	13.3	0	0	3	1
Howard Publications	14.0	12.3	0	0	1	0
Providence Journal Co.	13.2	11.8	1	1	0	1
McClatchy Newspapers	10.0	9.0	2	2	0	0
Blade Co.	9.0	8.0	0	0	0	3
U.S. News & World Report	3.0	2.0	0	0	0	0
Southern Progress Corp.	2.5	2.0	0	0	0	0

Source: Advertising Age

*The acquisition of one station is pending

†Includes cable

Harte-Hanks Communications

Revenues	1983	1982
Media	$332,100,000	$308,700,000*
Other	111,500,000	85,700,000
Total	$443,600,000	$394,400,000

*Restated

Harte-Hanks Communications, San Antonio, Tex., the 28th largest media company with media revenues of $332.1 million in 1983, is preparing for major changes as a team of shareholders continues its efforts to take the company private in a leveraged buyout.

The company showed an increase of 7.6% in its media contribution over 1982, but media dropped as a percentage of total revenues from 78.3% in 1982 to 74.9% in 1983. The company's media revenue sources include newspapers (dailies, nondailies and shoppers), 71.9% of total media revenues in 1983; tv, 16.1%; radio, 9.3%, and cable 2.7%.

Harte-Hanks generates other revenues from direct marketing and commercial printing that are not considered media in this issue.

Total operating revenues for Harte-Hanks, which is also the nation's largest direct mass mailer, increased 12% in 1983, to $443.6 million. Total earnings jumped 22%, to $33.3 million.

Late in March, the company, which has grown from a string of Texas newspapers in 1970, announced its plans for a leveraged buyout. The deal, estimated to be worth as much as $750 million, would place about 55% of stock in the hands of the Harte and Hanks families, with the remainder going largely to company officers.

There has been speculation that the move to go private was fueled in part by investor uncertainty in the company's direct marketing operations, a depressed stock price and a fear of hostile takeover attempts.

The company long has been thought of as a well-managed newspaper company, with a sharper eye on its bottom line than many similar companies. In fact, in a performance analysis by Veronis, Suhler & Associates, an investment banker, the company ranks among the top five publicly held companies in newspaper operations, and in the top 10 of broadcasting operations.

Its extensive investments in its Harte-Hanks Direct Marketing segment has given the company a large network of delivery systems for advertisers. Currently, it can reach 52 million people in 98% of the U.S. through those operations. The division contributed $139.5 million in revenues in

1983, a 16% jump from 1982.

The company also registered an 8% gain to $181.3 million in operating revenues for its newspaper division in 1983. Operating revenues in the radio group grew 16%, to $30.9 million, and in the tv group, operating revenues climbed 12%, to $53.5 million.

Newspaper operating revenues, representing 46% of the company's total operating revenues, were up largely as a result of a 28.1% increase in total inserts distributed. Total ad linage dropped 2.5%.

Circulation revenues dropped for the second year in a row.

In response to the soft economy of recent years, which hit Harte-Hanks hard because many of its holdings are concentrated in oil-dependent Texas, the company has unloaded marginal operations.

It sold the *San Francisco Progress*, the *Walton Tribune*, Monroe, Ga., and in 1984, the *Gloucester County Times*, Woodbury, N.J. Early in 1984 Harte-Hanks purchased a free distribution weekly paper in Tampa, Fla., the *Neighbor*, from Morris Communications Corp.

In radio, the company has said it will concentrate its resources in markets where it owns am/fm combinations.

Consequently, stations in Memphis and Portland, Ore., were jettisoned. Its final stand-alone station, in Birmingham, Ala., remains unsold.

Like many media companies, Harte-Hanks is hoping that 1984—with its presidential election and the Olympics—will increase advertiser spending.

Significant personnel moves in 1983 include the appointment of Tucker Sutherland to president, newspaper operations and corporate senior vp, replacing Richard Schlosberg III, who left San Antonio to head the *Denver Post* as publisher.

Four new group presidents were added in 1984—James Hopson, Frank Puckett Jr., Stephen Sullivan and John Williams.

The four new group presidents also were given the titles of corporate vps as part of a reorganization of the newspaper group.

MEDIA PROPERTIES

Broadcasting

TV: KENS, San Antonio, Tex.; KYTV, Springfield, Mo.; WFMY, Greensboro/High Point, N.C.; WTLV, Jacksonville, Fla.

RADIO: KOY (am) and KQYT (fm), Phoenix, Ariz.; KKBQ (am, fm), Houston/Pasadena, Tex.; WRBQ (am, fm), Tampa/St. Petersburg, Fla.; WRVA (am) and WRVQ (fm), Richmond, Va.; WSGN (am) Birmingham.

Cable/Video

ARIZONA: Douglas, Payson, Williams (all Southwest Cablevision). COLORADO: Akron, Otis and Yuma (all National Telecommunications Services). TEXAS: Deer Park, Highlands, Katy, LaPorte, Northwest Harris County, Pasadena, South Houston and unincorporated areas of Waller, Fort Bend and Harris counties. (All Harte-Hanks Cable Communications.) Channel 24, San Antonio, a 24-hour cable "shoppers channel."

Magazines

Radio and Records, R&R Ratings Report (semi-annually), *R&R Computer Printouts.*

Newspapers (dailies)

ARKANSAS: *Malvern Daily Record, Russellville Courier-Democrat, Searcy Daily Citizen, Stuttgart Daily Leader.* GEORGIA: *Carrollton Daily Times-Georgian.* MASSACHUSETTS: *Middlesex News* (Framingham). MICHIGAN: *Ypsilanti Press.* OHIO: *Hamilton Journal News.* SOUTH CAROLINA: *Anderson Independent-Mail.* TEXAS: *Abilene Reporter-News, Big Spring Herald, Bryan-College Station Eagle, Corpus Christi Caller* and *Times, Corsican Daily Sun, Del Rio News-Herald, Denison Herald, Greenville Herald Banner, Huntsville Item, Marshall News Messenger, Paris News, San Angelo Standard* and *Times, Wichita Falls Record News* and *Times.* WASHINGTON: *Yakima Herald-Republic.*

Newspapers (nondailies)

ARKANSAS: *Charleston Express, Dardanelle Post-Dispatch, Greenwood Democrat, Malvern Meteor Journal, Paris Express-Progress.* CALIFORNIA: *Coronado Journal, La Jolla Light, Sentinel, Star-News* (San Diego County). GEORGIA: *Bowdon Bulletin, Times-Advertiser* and *Dollar Saver* (both in Carrollton) *Douglas County Sentinel* and *Sentinel Super Saver,* (both Douglasville), *Haralson Gateway-Beacon* (Bremen, Buchanan and Tallapossa), *Sweetwater News Enterprise* (Austell), *Tallapoosa Journal-Beacon.* OHIO: *Fairfield Echo, Edgewood This Week, Pulse Journal.* TENNESSEE: *Gatlinburg Press, Sevier County News Record* (Sevierville). NEW MEXICO: *Valencia County News Bulletin.* TEXAS: *Commerce Journal, Cooper Review, Lamar County Echo, Royse City Leader.* Harte-Hanks also publishes 56 community information publications, including nine shoppers.

OTHER OPERATIONS

Twenty-three direct mail systems, seven alternate delivery systems, seven research companies, a trucking service, commercial printing and computer services.

Hearst Corp.

Revenues	1983	1982
Media	$1.116 bil.	$1.030 bil.*
Other	N/A	N/A
Total	N/A	N/A

*Restated

Hearst Corp., New York, is the tenth largest U.S. media company with 1983 media operating revenues estimated by ADVERTISING AGE at $1.116 billion. Media revenues at the privately owned company represented an increase of 8.4% over estimated revenues of $1.030 billion (restated) in 1982.

Hearst, founded by newspaper magnate William Randolph Hearst Sr., bills itself as the foremost monthly magazine publisher in the nation and continues to expand on all media fronts. During 1983, Hearst magazines saw substantial growth in advertising revenue, ad pages and circulation.

In the U.S., the company distributed more than 273 million copies of its 12 monthlies, one every-other-monthly and numerous special publications. Ad pages increased 5.7%, to 16,211, with the growth rate increasing in the last quarter. Total advertising for the 12 monthlies was up an estimated 10%.

Redbook, acquired in 1982, recorded impressive single copy circulation gains in its first full year of operation under Hearst ownership, reaching almost 4 million. Ad pages were up 5%, reversing several years of decline.

It was also the first full year in which *Country Living* was published as a monthly, to become one of the most successful startups in Hearst's history. Circulation was at an all-time high of 1 million and 1983 ad pages totaled a record 635.

The magazine division's "Corporate Buy" program in 1983 evolved into "Power Packages," an ad marketing program that enables advertisers to combine use of a group of magazines to achieve high penetration of key demographic markets at more economical rates. One of three Hearst "Power Packages" is "Woman Power," consisting of *Cosmopolitan, Good Housekeeping* and *Redbook.* The year also saw the unveiling of *House Beautiful's First Home*, a 64-page magazine that began publishing this month.

After two years of recession, the general upswing in the national economy had a positive effect on Hearst operations, particularly in newspapers, where an improved climate for advertising resulted in steady gains in retail and classified ad volume.

Total circulation at the company's 14 daily newspapers remained at slightly more than 1 million and circulation at its eight Sunday papers neared the 2 million mark. Circulation figures for Hearst's nondaily newspapers totaled another 400,000 per week during 1983.

Aggressive growth is at the heart of the major comeback taking place at some Hearst newspapers. The company has added seven daily and 30 weekly papers in the past four years, including a new daily sports product, *Sportsfirst.* Launched in 1983 at the *Baltimore News American*, the publication reportedly has received good

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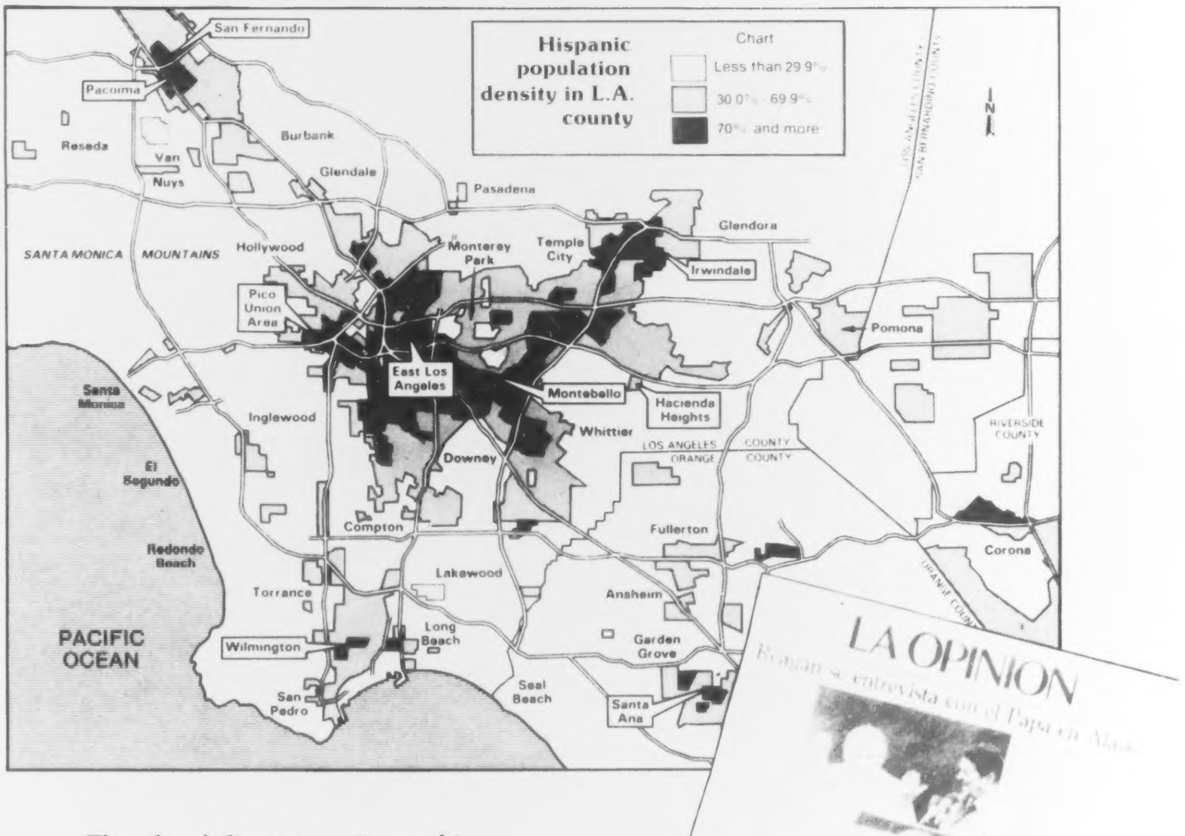

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Los Angeles, California 90015

market acceptance. *Sportsfirst* has a magazine format, heavy emphasis on local Baltimore teams and a late deadline, which allows final scores on the West Coast to be included.

The *San Francisco Examiner* introduced a completely redesigned Sunday magazine. Circulation was up 1.5% to 706,150 for the combined *Examiner & Chronicle* Sunday paper in the March 31, 1984, ABC reports, but the evening *Examiner* dropped 0.7% to 152,321. Ad linage at the paper, particularly classified, began to grow again and new growth opportunities were expected with the added capacity provided by the new $36 million East Bay satellite printing plant.

In Los Angeles, circulation at the *Herald Examiner* declined 10.9% for the evening paper to 236,660, and 25.5% for the Sunday product to 219,900, according to the ABC March 31 report. The paper launched a weekly "Las Vegas" magazine, which is being circulated in the Sunday paper and through the network of Hearst's weekly newspapers in Southern California. At the same time, the newspaper continues to explore new editorial approaches to make it more competitive with its rival, the *Los Angeles Times*. Two such experiments were a redesigned Sunday prototype and a Spanish-language newspaper, the latter designed for high-density Hispanic areas in eastern and central Los Angeles.

Neither of the Los Angeles projects proceeded further than the testing stage. The exit of Buddy Hayden as president-ceo, *Herald Examiner*, came after a Hearst Corp. decision not to proceed with the redesigned Sunday edition.

Despite unfavorable economic conditions in some markets, four of Hearst's five vhf tv stations and its four am radio stations maintained the lead in their respective markets. The broadcast group also added a new unit, Hearst Broadcasting Productions, which in partnership with King Features Entertainment, is developing original programing for Hearst tv stations that can also be syndicated to other stations.

In cable communications, Hearst/ABC Video Services, a joint venture of Hearst and ABC, continued to pursue opportunities in the advertiser-supported cable tv satellite network business.

However, two networks developed by the venture, ARTS and Daytime, made significant changes in their operations in recent months.

The Entertainment Channel, a joint venture of RCA Corp. and Rockefeller Center, folded in March, 1983, after less than a year of operation. It joined with Hearst's ARTS to become an advertiser and cable system-supported service in February, 1984. The new service is known as the ARTS & Entertainment Network. ABC Video Enterprises and RCA Cable each own one-third of the cable network.

At the end of November, 1983, an agreement was reached to merge Daytime with the Cable Health Network. The new 24-hour service started in February, 1984, and is called Lifetime. It is operated by Hearst/ABC Viacom Entertainment Services, a joint venture of Hearst/ABC Video Service and Viacom's Cable Health Network. It features programs on personal health, fitness, current trends and life style.

Hearst Cablevision of California now has four systems (Santa Clara, Los Gatos, Milpitas and Newark, Cal.) and serves about 28,000 subscribers.

With other Hearst groups, the cable communications group is developing a corporate strategy for the emerging electronic publishing field. The group also continues to study acquisition candidates and is pursuing systems that meet the company's acquisition standards.

MEDIA PROPERTIES

Broadcasting

TV: KMBC, Kansas City, Mo.; WBAL, Baltimore; WDTN, Dayton, O.; WISN, Milwaukee; WTAE, Pittsburgh.

RADIO: WTAE (am) and WHTX (fm), Pittsburgh; WAPA (am), San Juan, Puerto Rico; WISN (am) and WLPX (fm), Milwaukee, and WBAL (am) and WIYY (fm), Baltimore.

Cable/video

Hearst Cablevision of California (28,000 San Francisco Bay Area subscribers); Hearst/ABC Video Services, Hearst/ABC Viacom Entertainment Services and Hearst/ABC-RCTV (joint ventures in programing).

Magazines

Colonial Homes, Connoisseur, Cosmopolitan, Country Living, Good Housekeeping, Harper's Bazaar, House Beautiful, House Beautiful's First Home, Motor Boating & Sailing, Popular Mechanics, Redbook, Science Digest, Sports Afield, Town & Country. Also, the Hearst Books/Business Publishing Group, which includes United Technical Publications, has more than 35 titles including: *American Druggist, Electronic Products, EEM-Electronic Engineers Master, I.C. Master, I.C. Update, Integrated Circuits, Motor, Today's Office, Office World News, Lens, Lens On Campus, Floor Covering Weekly, Industrial Machinery News, Black Book Guides.*

Newspapers (dailies)

CALIFORNIA: *Daily Southeast News* (Southeast Los Angeles), *Huntington Park Daily Signal, Los Angeles Herald Examiner, San Francisco Examiner.* ILLINOIS: *Edwardsville Intelligencer.* MARYLAND: *Baltimore News American.* MICHIGAN: *Huron Daily Tribune, Midland Daily News.* NEW YORK: *Albany Knickerbocker News, Albany Times-Union.* TEXAS: *Midland Reporter-Telegram, Plainview Daily Herald, San Antonio Light.* WASHINGTON: *Seattle Post-Intelligencer.*

Newspapers (nondailies)

29 weeklies in California and two in Michigan.

OTHER OPERATIONS

Arbor House Publishing, Avon Books, Cal Graphics, Communications Data Services, Eastern News Distributors, Hearst Advertising Service, Hearst Broadcasting Productions, Hearst Metrotone News, Hearst Special News Service, International Circulation Distributors, King Features Entertainment, King Features Syndicate, Motor Books, William Morrow & Co. (includes Hearst Books and Hearst Marine Books), Pejepscot Paper Division, Puck-The Comic Weekly, Reader Mail Inc., Arthur Schroeder Paper Co., Data Resources Division.

Houston Chronicle Publishing Co.

Revenues	1983	1982
Media	$186,200,000	$167,900,000
Other	—	—
Total	$186,200,000	$167,900,000

Houston Chronicle Publishing Co., Houston, is the nation's 51st largest media company, with 1983 revenues estimated by Advertising Age at $186.2 million, all from the company's sole media property, the *Houston Chronicle*.

The company had estimated media revenues of $167.9 million in 1982.

The *Chronicle* continued its record as the nation's leader in classified ad linage for the sixth year in a row, and as the nation's second largest in total ad linage for the third year, second only to the *Los Angeles Times*.

The all-day newspaper strengthened its leadership in 1983, and in the first four months of 1984 increased classified ad linage by 16.5% over the first four months of 1983, despite the continued depression of Houston's economy.

Chronicle classifieds are promoted constantly in radio and r.o.p. ads and in some tv spots, but no discounting or promotional programs are used by the *Chronicle* unless it is forced to by competition, *Chronicle* officials say.

The *Chronicle* has continued its all-day strategy, emphasizing to prospective subscribers that they have a choice of morning or evening delivery. During the months that the paper's morning competitor, the *Houston Post*, was in negotiations to be sold, the *Chronicle* took advantage of the *Post's* relatively quiet time to promote and further position itself as *the* source of information in Houston.

In mid-1983, the *Chronicle* was expected to add a satellite printing and distribution center on a 21-acre tract west of Houston where the city's growth is strong.

That development was postponed when the *Chronicle* purchased the former *Post* downtown printing plant from Hobby-Catto Interests Inc., which had leased the facility to the *Post* until new presses could be installed at *Post* headquarters. The *Chronicle* will take over the plant in June, 1985.

In January, 1984, the *Chronicle* began to change its graphics, reorganize some areas and strengthen local coverage. The newspaper had made some graphic changes when *USA Today* entered the market during the year, but the 1984 shift was more extensive and coordinated.

Parade terminated its contract with the *Post* after Toronto Sun acquired the *Post*, and the *Chronicle* quickly picked up *Parade*. During the summer of 1984, *Parade* is testing distribution of the magazine in the *Chronicle* with the newspaper's own Sunday magazine tucked into *Parade* and presented as a single package.

In the fall of 1983, the *Chronicle* tested street sales in Dallas with about 75 racks placed in the city's downtown area. But the *Chronicle* withdrew the news racks before the end of 1983.

The newspaper's 5,000 racks in Houston were given a bold new design featuring a white background and super graphic decals wrapped around the racks, with a red accent. The design was created to position the *Chronicle* more effectively against the colorful point-of-sale display of *USA Today*, the *Chronicle* said.

MEDIA PROPERTIES

TEXAS: *Houston Chronicle.*

Howard Publications

Revenues	1983	1982
Media	$150,000,000	$139,500,000
Other	—	—
Total	$150,000,000	$139,500,000

Howard Publications, Oceanside, Cal., is the 62nd largest media company in the U.S. All the company's 1983 revenues, estimated by Advertising Age to be $150 million, were from media holdings.

Howard derives its media from 19 daily newspapers, the CBS-TV affiliate in Buffalo, N.Y., and cable tv systems in California and Wyoming.

The privately held company's founder and owner, Robert S. Howard, indicates that advertising linage for his 19 dailies increased "very moderately" in 1983, after a "flat" performance the year before. Mr. Howard also says over-all newspaper circulation was up about 1% last year, when the total was 460,000.

The company's *Cedar Falls Record* has been merged with the *Waterloo Courier* in Iowa to create an afternoon and Sunday paper with a daily circulation of about 59,000. Howard purchased both papers early in 1983; the *Cedar Falls Record* had been the smallest of Howard's properties, with a premerger morning circulation of about 4,500. Howard's largest newspaper is the *Hammond* (Ind.) *Times*, with a daily circulation reported by the company at about 72,000 daily and 78,000 on Sunday.

Last year, the company expanded in cable tv. It added more than a half-dozen new franchises to its California properties. The subscriber total for Los Angeles-based Falcon Communications has more than doubled since mid-1983, to 71,000, according to Mr. Howard. Falcon is 80% owned by Howard and Donrey Media Group, Fort Smith, Ark. Newest franchises are Pasadena, Montebello, Monterey Park, Temple City, San Gabriel, West Covina, Norco, Walnut, Riverside and some areas of Los Angeles County.

Mr. Howard says no new additions are in the works. The company is concentrating on building up the current systems, which will take another year and a half. Howard and Donrey also own Overthrust Cable TV in Evanston, Wyo.

Mr. Howard says several of the company's cable operations are beginning to carry advertising "to a modest degree." While he says he believes that this is a growth area to pursue, he says nobody knows what the real potential of advertising on cable will be.

In the broadcast area, Howard's sole property is WIVB-TV, Buffalo, the No. 2 station in its market. The station's earnings have risen steadily since Howard purchased it in 1977, the company says.

MEDIA PROPERTIES

Broadcasting

TV: WIVB, Buffalo, N.Y.

Cable/video

CALIFORNIA: Alhambra, Huntington Park, Montebello, Monterey Park, Norco, Norwalk, Pasadena, Riverside, San Gabriel, Temple City, Walnut, West Covina and unincorporated parts of Los Angeles County. WYOMING: Evanston.

Newspapers (dailies)

CALIFORNIA: *Oceanside Blade-Tribune, San Clemente Sun-Post.* COLORADO: *Northwest Colorado Press* (Craig). IDAHO: *Twin Falls Times-News.* ILLINOIS: *Charleston Times-Courier, Freeport Journal-Standard, Mattoon Journal-Gazette, Pekin Daily Times.* INDIANA: *Hammond Times, Logansport Pharos-Tribune & Press.* IOWA: *Sioux City Journal* (owned jointly with Hagadone Newspapers), *Waterloo Courier.* KENTUCKY: *Maysville Ledger-Independent.* NEW YORK: *Auburn Citizen-Advertiser, Corning Leader, Glens Falls Post-Star.* PENNSYLVANIA: *Carlyle Sentinel.* SOUTH CAROLINA: *Orangeburg Times & Democrat.* WYOMING: *Casper Star-Tribune.*

International Data Group

Revenues	1983	1982
Media	$85,000,000	$49,000,000
Other	25,000,000	15,000,000
Total	$110,00,000	$64,000,000

International Data Group, Framingham, Mass., is the 97th largest U.S. media company with 1983 media revenues of $85 million, or 77.3% of $110 million total revenues recorded by this computer information company, which has grown like the computer industry it serves.

IDG media revenues increased 73% from the previous year. Total revenues soared 69% above 1982 totals.

IDG is a holding company with two subsidiaries, Interdata Corp. and CW Communications. Interdata is devoted to market research in the computer field, and CW Communications to the publishing of periodicals in the computer field.

IDG's large gains are attributed to three factors: The startup of *PC World* magazine, acquisition of the Wayne Green Group of publications, and growth of *Computerworld*, according to Jack Edmonston, IDG's group vp-communications services.

Company growth to date is only the beginning, Walter Boyd, publisher CW Communications, says of IDG, which entered the publishing business in 1967 as a kind of last-minute hip shot:

"Over-all, for the past two years our volume of business has doubled each year. IDG plans to be a billion-dollar company by 1990. To do that we will have to grow 40% each year from now until then, and I see every possibility that we will do so."

This growth is aimed at specific goals, strictly in IDG's proven field of activity—information processing. "We don't intend to become a McGraw-Hill, with publications in many different fields," Mr. Boyd says.

CW Communications has more than 400 editors and reporters producing more than 50 tabloids and magazines with combined monthly readership exceeding 9 million.

Of these publications, 15 are U.S.-based, published in four separate groups: CWC/I, Framingham, Mass.; CWC/I, Peterborough, N.H.; PC World Communications Inc., San Francisco, and Popular Computing Inc., Menlo Park, Cal.

Also, there are nearly 40 international publications in 17 countries organized into four groups: Northern Europe, Southern Europe, Central and South America and the Pacific.

At CWC/I, Framingham, is the company's leading publication, *Computerworld*, a weekly with total ad revenues of $42.8 million, an increase of 50% from 1982. The flagship publication established in 1967, is tabloid in format and has all-paid circulation exceeding 122,000 (CWC/I claims total readership of nearly 600,000).

The Framingham arm also publishes three related *Computerworld* publications, each with 115,000 circulation: Semi-annual *Computerworld Office Automation*, every-other-monthly Computerworld on Communications and every-other-monthly *Computerworld Buyer's Guide*.

CW Communications took a major step toward its development goals in July, 1983, when it purchased Wayne Green Publications Group, based in Peterborough, N.H. Under publisher Wayne Green, the southern New Hampshire company had established a number of microcomputer-user publications.

The group, newly named CWC/I, Peterborough, publishes mainly machine-specific publications. These magazines and their paid circulations are:

- *80 Micro* for Tandy Radio Shack TRS-80 users, 145,000 copies, with ad revenues climbing from $4.45 million to $5.7 million in 1983.
- *Hot Coco*, a paid monthly for users of the TRS-80 Color Computer, had 1983 revenues (seven issues) of $400,000. Its circulation of 145,000 was 190% ahead of 1983.
- *inCider*, more than 125,000 paid monthly circulation, edited for users of Apple computers and equipment compatible with Apples—a new magazine with 1983 ad revenue of $3.5 million.
- *Run*, for Commodore 64 and Vic 20 users, has circulation of 146,000 paid monthly.
- *jr*, an IBM PC*jr* magazine, which premiered in May with projected 100,000 monthly paid circulation.

CWC/I Peterborough also includes more general and less successful fare. *Microcomputing*, for the computer user with advanced skills, circulates more than 100,000 paid copies monthly. Ad revenues for 1983 were off 30%, dropping to $1.16 million. *73*, a hobbyist's magazine primarily geared to ham radio operators, circulates more than 90,000 paid copies monthly. Ad revenues were off 36% to $777,000, a reflection of the diminishing interest in amateur radio communications as its partisans' age (average ham radio operator is 57) and other kinds of electronics capture the fancy of the younger audience, says the company.

Although Wayne Green has stepped down as publisher, his name will continue on the masthead of the Peterborough magazines as "founder." He is now heading a new IDG-created company, Wayne Green Enterprises, that will produce a digital audio publication and a software protection device.

"Rocketing success" is the name of the publishing game at *InfoWorld*, produced by CWC/I subsidiary Popular Computing Inc., in Menlo Park, Cal. This weekly news magazine for personal computer users has a 100,000-plus paid circulation and zoomed 101% in ad revenues for the year to $10.05 million in 1983.

CW Communications' other California subsidiary, PC World Communications, San Francisco, publishes two other magazines, both new. *PC World*, a monthly, is aimed at operators of IBM PC and compatible computers. Monthly paid circulation exceeds 200,000, and 1983 ad revenues totaled $8.2 million. Covering Apple's Macintosh and Lisa II models is *MACWORLD*, an every-other-monthly due to go monthly in November and circulating more than 200,000 paid copies, but too new yet for revenue results.

At the heart of the IDG organization is the Central Services Facility in Framingham, which supplies the various publications with supportive services such as circulation promotion, sales programs, market research and printing production. Also in Framingham is the home base of IDG's International News Network, which services the tabloids and magazines with as much as 30% of their news copy.

MEDIA PROPERTIES

Tabloids/magazines, U.S.

CW Communications Inc., Framingham, Mass.: *Computerworld* (tabloid), *Computerworld Office Automation, Computerworld on Communications, Computerworld Buyers Guide, Micro Marketworld* (tabloid—formerly *ISO World*). CW Communications Inc., Petersborough, N.H.: *Microcomputing, 80 Micro, HOT CoCo, inCider, Run, jr, 73*. Popular Computing Inc., Menlo Park, Cal.: *InfoWorld*. PC World Communications Inc., San Francisco: *PC World, MACWORLD*.

Tabloids/magazines, international

ARGENTINA: *Computerworld Argentina*. ASIA: *Asian Computerworld*. AUSTRALIA: *Computerworld Australia, Australia Micro Computerworld, Australia PC World*. BRAZIL: *DataNews, Micro Mundo*. DENMARK: *Computerworld Denmark, Micro Verden*. FRANCE: *Le Monde Informatique, Golden, PC World France* (OPC). GERMANY: *Commodore, CW Edition Seminar, Software Market, Computerwoche, Micro Computer-Welt, PC Welt, Computer Business*. ITALY: *Computerworld Italia*. JAPAN: *Computerworld Japan, PersoCom World*. NETHERLANDS: *Computer Benelux, Micro/Info*. NORWAY: *Computerworld Norway*. MEXICO: *Computerworld Mexico, CompuMundo*. PEOPLE'S REPUBLIC OF CHINA: China Computerworld (50% joint venture). SAUDI ARABIA: *Saudi Computerworld*. SPAIN: *Computerworld Espana, Micro Systemas*. SWEDEN: *ComputerSweden, MikroDatorn, Min Hemdator, Mikro*. U.K.: *Computer Management, Computer Business Europe, Computer News*.

Ingersoll Publications Co.

Revenues	1983	1982
Media	$129.0 mil.	$95.0 mil.
Other	—	—
Total	$129.0 mil.	$95.0 mil.

Ingersoll Publications Co., Lakeville, Conn., is the 74th largest U.S. media company, with media revenues estimated by ADVERTISING AGE at $129 million, compared with estimated media revenues of $95 million in 1982.

Traditionally known as "newspaper doctors," the company strayed from that role when, in May, 1983, it purchased the two family-owned chains that comprise Suburban Newspapers of Greater St. Louis for $80 million.

The St. Louis weeklies long have been considered a viable operation, which leads those in the industry to question the role they will play in Ingersoll's stable of "former underdogs."

"There definitely has been a shift in our operating philosophy—for a couple of reasons," says Ralph Ingersoll II, president of each newspaper corporation under the Ingersoll umbrella.

The main reason for the change is the availability of more resources, Mr. Ingersoll says. The company now has the capital to support strong—even growing—ventures.

Structurally, Ingersoll operates as a confederation, with various properties managed and some owned in part by Ingersoll. The company, which publishes 23 dailies and more than 40 weeklies in 12 states, earned its reputation by assembling syndicates to purchase ailing newspapers, often taking an equity position and then managing the papers.

Regarding the history of his company, Mr Ingersoll says, "When you're growing, you can buy more for less when it's broken."

This proved to be the case in the purchase of both the *Orange Coast Daily Pilot* in February, 1983, and the *Terre Haute* (Ind.) *Tribune-Star* in March, 1983. At the time of their purchase, both papers were suffering from what Mr. Ingersoll refers to as financial and managerial problems—and, for the *Tribune-Star*, union disputes.

According to Mr. Ingersoll, both papers are performing "very well." Since its aquisition, the *Tribune-Star* has shown a slight increase in circulation, despite the merging of a morning and evening edition, which usually results in some loss of readership. Tom Geyer, president-ceo, Ingersoll Publications, says the *Tribune-Star* is "one of our most pleasing turnarounds."

Mr. Ingersoll says the $80 million in cash paid for the St. Louis suburban papers was "well worth it." With most of the company's papers printing on a daily basis, Ingersoll sees a fundamental shift toward weeklies under way in America. "We've observed weeklies enjoying unbroken growth in market share, ad linage and reader acceptance," Mr. Ingersoll says.

Concerning the stiff competition metropolitan dailies are faced with from free-circulation newspapers in the St. Louis market, Mr. Ingersoll says, "We have it all under one umbrella."

The largest individual Ingersoll paper, in terms of circulation, is the morning *Trentonian*, in Trenton, N.J.,with the most recent available daily figure of 66,050 as of March 31, 1982.

The *Trentonian*—along with the *Trenton Times*—is in one of few markets left with evenly matched, independently owned newspapers.

In June, 1983, Mr. Ingersoll charged Allbritton Communications, owner of the *Times*, with illegally misrepresenting its circulation figures and that the Audit Bureau of Circulations (ABC) aided that fraud.

In October, 1983, the *Times* filed a countersuit in Trenton, N.J., federal court, contending that the *Trentonian's* management was using a variety of illegal tactics to run the *Times* out of business.

Following the ABC's attempt to have the suit filed against it dismissed, a federal judge in Newark, N.J., ruled that the *Trentonian* could go ahead with its suit against the *Times* and the ABC. The case still is pending in federal court in New Jersey.

Mr. Ingersoll, who is primarily concerned with what he considers inaccurate ABC audit procedures, says, "The case will come to a head this summer, in July, and we are absolutely right." To date, Ingersoll Publications has spent $1.4 million on the case.

In line with its new philosophy, Ingersoll is negotiating for newspapers with circulation between 30,000 and 50,000 daily.

MEDIA PROPERTIES

Newspapers

CALIFORNIA: Costa Mesa newspapers, Costa Mesa—*Orange Coast Daily Pilot* (d*). JFP Publications, Glendale—*Glendale News Press* (d), *Burbank Daily Review* (d), *Leader, Burbank Weekly Review, Glendale Weekly Review, North Hollywood Review*. OSWeGI Newspaper Publications, Richmond—*Contra Costa Independent* (d), *Berkeley Gazette* (d), *News, Times Journal*. CONNECTICUT: Milford Publishing, Milford—*Milford Citizen* (d), *Stratford Bard, West Haven News, Milford Reporter*. INDIANA: Terre Haute Newspapers, Terre Haute—*Tribune-Star* (d). MASSACHUSETTS: Berkshire Newspapers, North Adams—*North Adams Transcript* (d). Northeast Publishing, Fall River—*Fall River Herald News* (d). MICHIGAN: Royal Oak Newspapers, Royal Oak—*Royal Oak Tribune* (d), *Tribune Plus*. MISSOURI: Suburban Newspapers of Greater St. Louis. NEW HAMPSHIRE: Eagle Publications, Claremont—*Claremont/Springfield* (Vt.) *Eagle-Times* (d), *Advisor*. NEW JERSEY: Capital City Publishing, Trenton—*Trentonian* (d), *Midweek, Weekend*. Manahawkin Newspapers, Manahawkin—*Beach Haven Times, Beacon, Summer Times*. Pre-

Eugene Patterson

THE SECOND HUNDRED

The St. Petersburg Times, Florida's largest independently-owned newspaper, celebrates its 100th Anniversary July 25, 1984. In this golden year, the newspaper has twice won international acclaim: as one of Time magazine's 10 best U.S. newspapers and as Eastman Kodak's World's Best in color reproduction.

These honors serve as a benchmark of the newspaper's progress in its first 100 years and as a standard to uphold in meeting these goals set for The Second 100 by Times' Chairman of the Board and Chief Executive Officer Eugene Patterson:

"In our second century, the St. Petersburg Times will grow and stretch and enlarge its vision to match the coming growth of Florida and the communities we serve.

"To keep pace with public needs, we must elevate our capacities to explain and simplify and clarify complex issues that will confront the self-governing society so that citizens can comprehend and decide these issues wisely.

"We must maintain and advance the Times' commitment to highest quality in content, in printing, in service to our people's commerce as a vital advertising medium.

"We will renew this newspaper's dedication to placing the public's interest ahead of private advantage, and to shielding the people's rights against abuse by claimants of privilege or holders of power.

"Most of all, by the simple force of gathering and presenting facts and searching them for truths, we will seek to illuminate the new century for the public to whose service we rededicate our daily labors."

1884 · ST. PETERSBURG TIMES · 1984 · A CENTURY OF SERVICE

St. Petersburg Times
Evening Independent

100

cision Publications, Toms River—*Toms River Ocean County Times-Observer* (d), *Jackson News, Point Pleasant Leader*. Riverdale Publishing, Butler—*Suburban Trends*. RNI Publications, Ridgewood—*Ridgewood News, Local Review, Sunday News, Sunday Post*. NEW YORK: Mid-Hudson Publications, Kingston—*Daily Freeman* (d). Oneida Publications, Oneida—*Oneida Daily Dispatch* (d). Tonawanda Publishing Corp., North Tonawanda—*Tonawanda News* (d), *Kenmore Record-Advertiser, Tonawanda News Extra*. OHIO: Massilon Newspapers, Massillon—*Evening Independent* (d). Phoenix Publications, Niles—*Daily Times* (d), *Girard News, Hubbard News, Liberty News, Austintown Leader, Poland Clarion, Howland Bandwagon, Courtland Home News, Western Reserve Democrat, Brookfield Masury News*. PENNSYLVANIA: Acme Newspapers, Ardmore—*Main Line Times, News of Delaware County, Neighbors News, Germantown Courier, West Philadelphia Scene, TMC News*. Central States Publishing, Primos—*Delaware County Times* (d). Community Service Publishing, Coatesville—*Coatesville Record* (d), *Tri-County Shopper News, Chester County Courier*. Peerless Publications, Pottstown—*Mercury* (d). Phoenixville Newspapers, Phoenixville—*Evening Phoenix* (d). Shenandoah Valley Publishing, Shenandoah—*Evening Herald* (d). Wayne Publications, Wayne—*Suburban* and *Wayne Times, Suburban Advertisers, King of Prussia Courier*. RHODE ISLAND: New England Newspapers, Pawtucket—*Pawtucket-Central Falls Times* (d).

*(d) means daily. Papers not marked as such are either weeklies or shoppers.

Jefferson-Pilot Corp.

Revenues	1983	1982
Media	$109,300,000	$101,100,000
Other	920,700,000	922,900,000
Total	$1.030 bil.	$1.024 bil.

Jefferson-Pilot Corp., Greensboro, N.C., is the nation's 82nd largest media company, with media property revenues in 1983 of $109.3 million, or 10.6% of total revenues of $1.030 billion. Of the media contributors, broadcasting provided $66.4 million and newspapers contributed $42.8 million in revenues. Media revenues on a year-to-year basis increased 8% over 1982.

The publicly held company's major business is insurance. Of the company's $98.7 million profit, its broadcasting division accounted for $8.67 million and publication (newspapers) division added $2.4 million.

Jefferson-Pilot Broadcasting rebounded from a sluggish 1982 with strong local sales in both radio and tv offsetting continued softness in national sales.

"The country had a consumer driven economic recovery, and our local retail business reflected that," says Wallace Jorgensen, president, Jefferson-Pilot Broadcasting.

"Our local sales showed substantial gains in both radio and television in all markets. The national spot business has been soft throughout the year, but we had enough increase in our local volume to offset the shortages in the national business we had anticipated," he adds.

Mr. Jorgensen says the company added more than $5 million in new business during 1983, a 1% increase over 1982. He notes the company's radio properties in Atlanta (WQXI am, fm) and Denver (KIMN am and KYGO fm) and the tv station in Richmond (WWBT) "did remarkably well. The common thread that ran through those markets was the stability of our sales staff. We had little or no turnover."

The company's Charlotte station (WBTV) expects to be broadcasting from its new tower by the end of October. The $5 million project will nearly double the present antenna height above average terrain.

WBTV pioneered the industry's first local-national teletext service in April when it added 20 pages of locally produced material to 80 pages of the CBS ExtraVision national teletext service. The local ExtraVision project cost about $300,000 to mount, but Mr. Jorgensen says the company would be spending "in six figures but much less than $300,000" annually to keep it running.

"It will be three years before we see any significant impact from it," he says, "and we're convinced the secret to making it successful is the local-national combination." He says the company wouldn't expand its teletext effort "until we get some action in the receiver area." High-priced decoders have kept teletext household penetration very low.

The company in March sold its Wilmington, N.C., radio stations, WWIL (am) and WHSL (fm), but Mr. Jorgensen says the company "is on the lookout for acquisition opportunities. Without disclosing markets, we're looking at three right now, both radio and television."

Jefferson-Pilot Teleproductions, a Charlotte-based production house, extended its involvement with the nation's most successful regional sports package by extending its three-year, $18 million contract to broadcast Atlantic Coast Conference basketball games through 1990.

The 38-game package regularly achieves shares in the mid-30s for prime-time games, and its commercial time has been sold out each of the three years Jefferson-Pilot has broadcast the games (in partnership with sports packager Raycom Inc. of Charlotte).

However, the basketball deal also spawned the disastrous "Season Ticket," a joint venture with Entertainment & Sports Programming Network in which a package of 21 additional ACC games were shown in the five-state ACC region for an additional cost but broadcast nationally as part of ESPN's basic feed. Cable operators complained, fans attacked the pay-for-play idea and avoided the package in droves. It was abandoned in mid-season. Mr. Jorgensen says he believes regional pay packages eventually will be accepted but, asked if the company would attempt to resurrect "Season Ticket" this season, his answer is a quick and resounding "No."

The Electronic News Processing computer newsroom system continues to be a slow seller, but Mr. Jorgensen says a microcomputer system for news archival and retrieval "has turned out to be popular."

Jefferson-Pilot Retail Sales, a consulting company that helps stations take advantage of vendor credits built up by their advertisers, "made a profit its first year of operation," Mr. Jorgensen says.

Operating income from Jefferson-Pilot Publications slipped 20% in 1983 as revenues increased only 0.5%. In May, the company announced it would sell its newspaper operations in eight Texas and Oklahoma cities. Those sales would leave Jefferson-Pilot with two dailies (in Beaumont, Tex., and Clearwater, Fla.) and a group of weeklies based in Plant City, Fla.

"We have decided that we should either go one way or the other in the newspaper business, either expand or cut back," Jefferson-Pilot vp John T. Warmath Jr. says. There is speculation within the company that Jefferson-Pilot eventually may get out of the newspaper business, but, Mr. Warmath says, "That decision hasn't been made."

Among the newspapers for sale are the *Mineral Wells Index* and the *Palo Pinto Star*, papers Jefferson-Pilot acquired in 1983. Other properties for sale are located in Altus, Hollis, Sayre and Snyder, Okla., and Jasper, Laredo and Texas City, Tex.

MEDIA PROPERTIES

Broadcasting

TV: WBTV, Charlotte, N.C.; WWBT, Richmond, Va.

RADIO: KIMN (am) and KYGO (fm), Denver; WGBS (am) and WLYF (fm), Miami; WQXI (am), Atlanta; WQXI (fm), Smyrna, Ga; WBT (am) and WBCY (fm), Charlotte, N.C.; WBIG (am), Greensboro, N.C.

Newspapers (dailies)

FLORIDA: *Clearwater Sun*. OKLAHOMA: *Altus Times*. TEXAS: *Beaumont Enterprise, Beaumont Journal, Laredo Times, Texas City Daily Sun, Mineral Wells Index*.

Newspapers (nondailies)

FLORIDA: *Brandon News, Brandon News Weekender, Palmetto Press, Plant City Courier*. OKLAHOMA: *Blair Enterprise, Granite Enterprise, Hollis News, Kiowa County Democrat* (Snyder), *Jackson County News* (Duke). TEXAS: *Hardin County News* (Lumberton), *Jasper News Boy, Palo Pinto Star*.

OTHER OPERATIONS

Life, casualty and title insurance.

Journal Co.

Revenues	1983	1982
Media	$177,300,000	$165,800,000
Other	125,400,000	124,200,000
Total	$302,700,000	$290,000,000

Journal Co., Milwaukee, is the 52nd largest media company in the U.S., with 1983 media revenues of $177.3 million in 1983, or 59% of total revenues of $302.7 million. In 1982, the company posted media revenues of $165.8 million, or 57% of $290 million in total revenues.

Net income rose 42%, to $26.7 million, in 1983, reversing the 17% loss the company reported in 1982. Journal Co., which is privately held, does not break down earnings by company segments.

A resurgence in publishing and broadcast revenues accounted for the gain, according to the company, but was offset somewhat by increased paper costs in its printing operations.

Performance of the Journal Co.'s print properties was mixed. While circulation figures were down slightly for both the *Milwaukee Journal* and *Sentinel* newspapers, ad linage and ad revenues were up.

Ad linage for 1983 grew 3.9% and ad revenues were up 5% over 1982, according to the company. Ad rates increased modestly.

The ABC March, 1984, report shows circulation for both papers fell slightly from the same period in 1983. Circulation for the *Journal* in 1984 was 306,055, off 0.5%; the *Sentinel's* circulation was 180,371, down 0.9%.

Thomas J. McCollow, former president of Journal Co., was promoted to chairman of the board, replacing Donald B. Abert, who retired after 55 years with the company. Mr. McCollow was replaced as president by Warren J. Heyse, formerly exec vp.

Robert A. Kahlor is now president of Newspapers Inc., which governs the two newspapers. Mr. Kahlor was formerly senior vp-operations of Newspapers Inc.

Staff for both papers voted to institute a guild in June, 1984, by a vote of 161 to 136. The guild will cover the editorial staff of the *Journal* and *Sentinel*, as well as the library staff, which serves both papers of the employe-owned company. Journal Co.'s tv properties include ABC affiliate KNTV, Las Vegas, and WTMJ-TV, the NBC affiliate in Milwaukee.

KNTV is ranked No. 1 in a tight market that includes the top independent station in the country, edging out CBS affiliate KLAS in the last Arbitron Ratings Co. rating period.

The station is attempting to establish itself as the market's "community station" with an extensive media campaign. It also is attempting to boost its news ratings, where it currently ranks No. 2, with a revamped news team lineup and new broadcasting facilities, which it will move into in August.

WTMJ-TV ranks third over-all in the Milwaukee market, tied in ratings and a share point below ABC affiliate, WISN. WITI, the CBS affiliate, ranks first, according to Arbitron. The station promoted Wayne Barnett, former news director at the station, to general manager. He replaces Wayne Godsey, who left to join WISN.

Radio properties include WTMJ (am) and WKTI (fm), both based in Milwaukee.

The company consolidated its printing plants, folding both Milwaukee-based Tempo Inc. and Trumbull Printing Co., Fairfield County, Conn., into Perry Printing Co., Waterloo, Wis. Add Inc., a group of shoppers in Montana and Wisconsin, added the *New London Press-Star* to its list of eight properties.

In its cable operations, Journal Co. discontinued its Teltron Electronic Informations Systems in 1983. The two-channel system, one news and one advertising, was dropped because it failed to penetrate the market effectively, according to the company.

The system, which was hooked up in late 1981, served the west and northwest suburbs of Milwaukee. It reached only 30,000 of the 400,000 homes in the Milwaukee market.

Another cable property, Teltron Inc., is meeting projections, according to the company. The system, which was added in 1982, serves the central Wisconsin cities of Stevens Point, Wausau and Wisconsin Rapids.

Journal Co. also owns Teleport, Skokie, Ill., a division of Midwestern Relay Co. Teleport supplies communications satellites to feed signals to Chicago-area broadcasters for pickup and transmission.

MEDIA PROPERTIES

Broadcasting

TV: KTNV, Las Vegas; WTMJ, Milwaukee.

RADIO: WTMJ (am), WKTI (fm), Milwaukee.

Cable/video

Teltron Cable TV, serving Stevens Point, Wausau and Wisconsin Rapids.

Newspapers (dailies)

WISCONSIN: *Milwaukee Journal, Milwaukee Sentinel*.

Newspapers (nondailies)

CONNECTICUT: Hometown Publishing, includes *Easton Courier, Huntington Herald, Monroe Courier, Trumbull Times*.

Shoppers

Add Inc. with papers in MONTANA: Great Falls, Missoula. WISCONSIN: Berlin, New London, Seymour, Stevens Point, Waupaca, Wausau, Wisconsin Rapids.

OTHER OPERATIONS

Education: MJE Corp., Niles, Ill. Microwave service: Midwestern Relay Co. Commercial Printing: Perry Printing Corp., Waterloo, Wis., with plants in Baraboo, Milwaukee, Norway, Mich., and Trumbull, Conn.; Edwards & Deutsch, Cicero, Ill.

Knapp Communications

Revenues	1983*	1982*
Media	$88,500,000	$79,700,000
Other	10,800,000	13,200,000
Total	$99,300,000	$92,900,000

*Results from fiscal years 1984 and 1983 ended Jan. 31.

Knapp Communications, Los Angeles, is the country's 95th largest media company with media property revenues for the fiscal year ended Jan. 31, 1984, of $88.5 million, up 11% from the previous year. Media revenues were 89% of Knapp's total revenues of $99.3 million. Knapp's fiscal performance is treated on a calendar basis for this issue because there is only a one-month overlap.

During the year, each of Knapp's four magazines came under the leadership of new publishers, according to Harry Meyers, senior vp-magazine group publisher, who oversees operations.

Architectural Digest, which launched a much-awaited Japanese edition in November, 1983, now lists as its publisher Bob Griswold, who was recruited from the same position at McGraw-Hill's *Housing*.

Opportunities similar to the Japanese endeavor are being explored by the company in France, England, Germany, the Netherlands, Brazil and Australia. But "expanding overseas licensing agreements" is "a relatively small" part of Knapp's business this year. Instead, the company is concentrating on its four U.S. publications, Mr. Meyers says.

During calendar year 1983, *Architectural Digest's* ad pages declined 3.6% compared with 1982, but the magazine logged a 10.4% gain in gross revenues to $24.6 million. During the first six months of 1984, the magazine experienced a 22.7% increase in ad revenues over the comparable 1983 period, according to Mr. Meyer. Circulation during the six months ended Dec. 31 increased 8.1%, to 602,397.

Robert Phelps, former advertising director at Meredith's *Metropolitan Home*, this year became publisher of *Bon Appetit*. The gourmet magazine lost a slight 0.1% in ad pages, while gross revenues increased 13.8%, to $20.7 million. Circulation was up 2.8%, to 1.3 million. For the first six months of 1984, *Bon Appetit's* ad revenues were up 20%.

Geo, the natural history, travel and photojournalism magazine, entered the new year under new publisher Jack Grant, former ad director for the publication. *Geo* suffered the loss of its 47-year-old editor, David Maxey, who recently died of cancer, and is selecting a new editor. Mr. Meyers says *Geo* is "evolving on the basis of reader interest and research. We see it moving toward more and more travel."

Geo logged the biggest increase in ad pages, 54.5%, and ad revenue, 70.2%, to $2.6 million. Circulation was up 18.8%, to 233,600, and, during the first six months of 1984, ad revenues were up 44% for the still relatively new magazine that Knapp relaunched after purchasing it in September, 1981, from Gruner & Jahr, the German publishing house.

George Fields took over the publisher's post at *Home*, rising from the office of ad director. *Home* witnessed a 46.2% increase in ad pages and a revenue increase of 47.2%, to $4.6 million. Circulation was down slightly to 540,769. During the first half of 1984, *Home* has seen its ad revenues rise 74%.

"Recognizing the importance of market segmentation," as well as an improved economy are key to Knapp's improved results, Mr. Meyers says.

Last year, Knapp, "mainly as an effort of corporate good citizenship," published and marketed, at the request of the Los Angeles Olympic Organizing Committee, 15 posters by top American artists, including Robert Rauschenberg, Roy Lichtenstein and Billy Al Bengston. The posters are being sold in the U.S. and abroad.

Wilshire Marketing, which along with Knapp Press and Rosebud Books make up the balance of the Knapp organization, has become inactive as an operating entity, according to a company spokesman. He said the marketing operations that were once the responsibility of Wilshire have been divided among Knapp's other departments.

Knapp has moved to establish an as yet unnamed research and development venture.

MEDIA PROPERTIES

Magazines

Architectural Digest, AD (Milan), *Bon Appetit, Geo, Home* (general partner).

OTHER OPERATIONS

Knapp Press, Rosebud Books.

Knight-Ridder Newspapers

Revenues	1983	1982
Media	$1.451 bil.	$1.305 bil.
Other	22,713,500	23,256,900
Total	$1.473 bil.	$1.327 bil.

*Restated

Knight-Ridder Newspapers, Miami, the nation's eighth largest media company, recorded media revenues of $1.45 billion in 1983, an increase of 11.2% from 1982.

Media accounted for 98.5% of the $1.48 billion in total revenues the company had in 1983, a proportion similar to that of the previous year.

The national economic recovery rubbed off on Knight-Ridder, as reflected in the company's earnings performance. Net income in 1983 amounted to $119.4 million, a 16% increase from 1982. In the previous year-to-year period, the company was beset by sluggish advertising revenue and managed only a 2.6% increase in income.

The surge continued into the first quarter of this year. The company recorded $26.9 million in net earnings, an increase of 36.7% from the first quarter of 1983. Revenues rose 14.7%, reaching $390.7 million.

Although newspapers continue to dominate the Knight-Ridder empire, most of the attention in 1983 fell on Viewtron, the pioneering videotex system that went into commercial operation in October, about six months later than scheduled.

Viewtron is the element of the Knight-Ridder family that differentiates the company from the nation's other media giants. It gives the company a roster of media holdings that few others, if any, can match. (Times Mirror Co. is preparing to introduce its videotex system, Gateway, in Southern California in September.)

Still, no one is ready to call the system a success. The company is projecting an operating loss of $17 million in 1984.

The system, in Broward, Dade and Fort Lauderdale counties, allows fee-paying customers to receive a variety of services and advertising in their home. Initially, the customers paid $600 for a Sceptre, the hardware developed by American Telephone & Telegraph that brings the message to the home's tv. There were also a set of monthly fees and hourly use costs.

But Viewdata Corp. of America, the Knight-Ridder unit that markets Viewtron, recently introduced a monthly fee system that enables customers to lease the Sceptre. The company said the $600 charge had been hindering sales.

The key to Viewtron is its two-way capability. This enables customers to perform such services as banking and shopping in their homes, as well as allows advertisers to convey messages that the viewer requests.

So far, Knight-Ridder professes guarded optimism for Viewtron's prospects. A total of 150 advertisers have signed up, and at last count 1,500 households were using the service.

Many outsiders have a less sanguine view. Critics have pointed out that videotex in general has been much promise but little delivery, at least in terms of financial returns.

Knight-Ridder has spent more than $27 million in developing Viewtron, but it does not break down how much it provided in revenue. Its financial reports say "other" revenues, of which Viewtron is a part, brought in $23.4 million in 1983.

A crucial strategy Knight-Ridder has devised for its videotex venture is to share interest in information developed on Viewtron with other major publishing companies. Knight-Ridder has contracted with, among others, Advance Publications (S.I. Newhouse newspapers) and Scripps-Howard. This means residents of Denver, Memphis, New Orleans, Pittsburgh and elsewhere someday could have Viewtron flashing across their tv screens.

In contrast to Viewtron, Knight-Ridder's newspapers spent a quiet year introducing incremental editorial changes, shoring up advertising strength and proceeding with capital improvement projects. Nonetheless, newspapers form the company's spine: In 1983, they provided 91.1% of total revenues.

No new papers were added to the roster in 1983. In three markets, however, Knight-Ridder merged the papers it owns. The morning *Lexington Herald* absorbed the afternoon *Leader*, forming the morning *Lexington Herald-Leader*. In Macon, Ga., the same procedure took place, creating the *Macon Telegraph & News*. And in San Jose, the morning *Mercury* combined with the evening *News* to make an all-day paper, the *San Jose Mercury News*.

In advertising, full-run linage declined about 4% from 1982, but advertising revenues rose 11.4%. Classified ads, which showed the strongest gains, were up 18.1%.

Among Knight-Ridder's newspapers, the flagship *Miami Herald* continues to be the individual revenue leader, accounting for 17% of the company's newspaper revenues in 1983. The *Herald*, expanding circulation and coverage in Florida and developing a reputation for laudable Latin American coverage, consistently is judged as one of the nation's 10 best papers by various surveys.

In the latest reporting period, the *Herald* showed continued slow circulation growth, rising to 451,206 daily for the six months ended March 31, 1984, from 443,223 from the similar period the year earlier. Sunday circulation rose to 545,356, from 533,539.

The Philadelphia market is where Knight-Ridder has made quicker strides, helped by the demise two years ago of the *Philadelphia Bulletin*. Combined, the company's two papers there —the *Inquirer* and the *Daily News*— accounted for 21% of the company's newspaper revenues.

But the effects of the *Bulletin's* closing are beginning to wear off. In 1983, the two papers had ad revenues of $222.6 million, up 15.6% from 1982. That compares with the 28% rise that came in the previous period, during which the *Bulletin* closed.

The case is more evident in circulation figures. The morning *Inquirer*— another mainstay of top-10 paper lists —reported a daily circulation of 536,065 in the latest reporting period, down from 544,777 in the previous period, which in turn represented a 16% increase from the year before. Sunday circulation also declined, to 1,008,225 from 1,035,717.

The evening *Daily News* also showed nominal drops in circulation, reporting 293,031 at the end of March, compared with 295,732 the year before. In the previous period, the paper had a 15% gain.

In Detroit, Knight-Ridder's *Free Press*, the only major paper in the company's family that faces head-knocking competition, eked out a gain in its share of the market's advertising to 44.6%, closing the gap slightly with the leader, Evening News Assn.'s *Detroit News*. Ad revenues at the morning *Free Press* grew by 10.4%, reflecting in part the recovery of the auto industry and reversing the sluggish growth of recent years.

But in circulation, the *Free Press*, which contributed 9% of Knight-Ridder's newspaper revenues in 1983, lost some ground. For the six months ended March 31, the *Free Press* had a daily circulation of 631,087 (the largest among Knight-Ridder newspapers), compared with 635,740 last year. The *News'* latest circulation figure, by comparison, rose to 657,015 from 651,763.

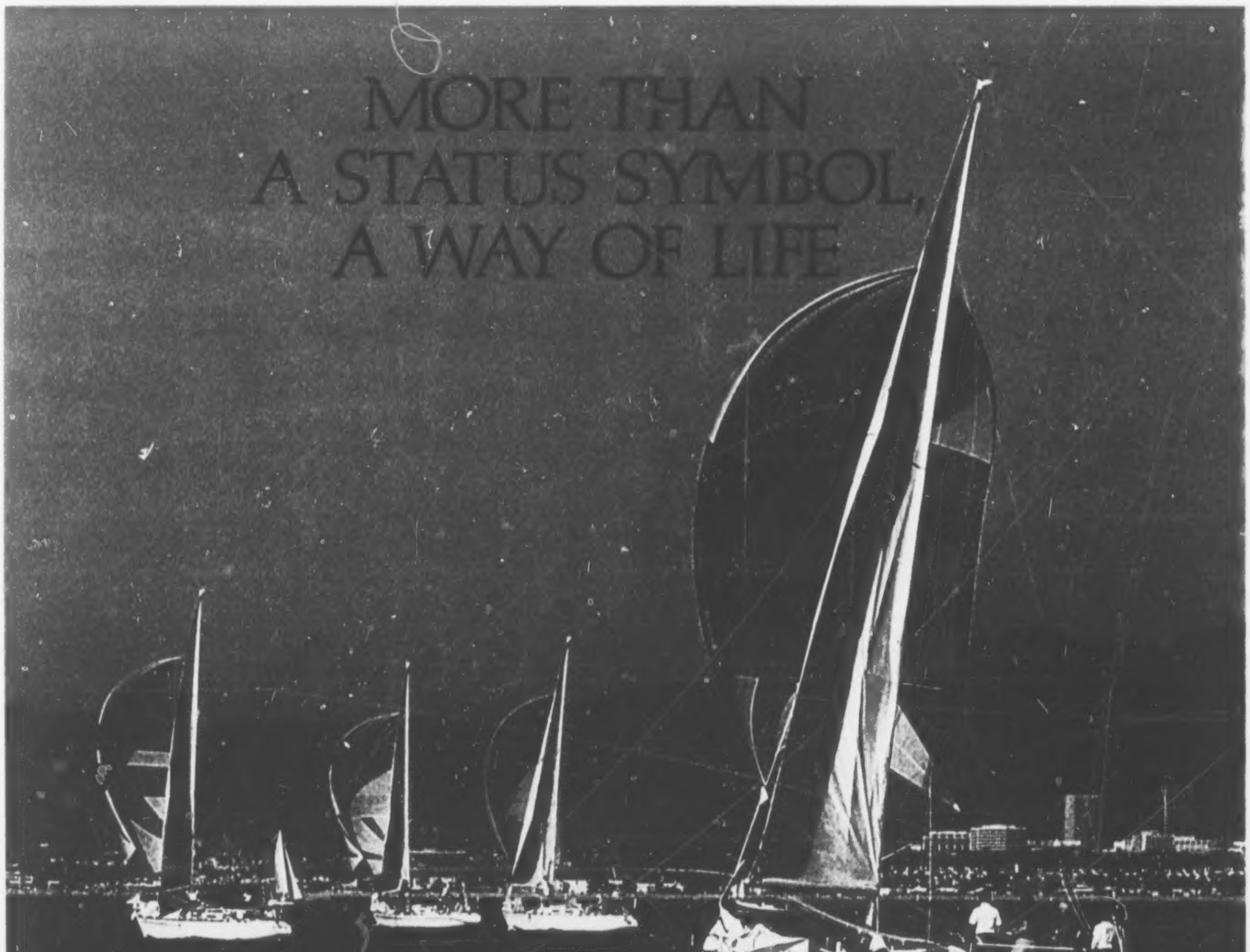
On Sundays, both newspapers recorded about the same advances. The *Free Press* saw its circulation rise to 787,300 from 780,647, while the *News* went to 861,004 from 855,461.

In San Jose, besides combining the *Mercury* and *News*, Knight-Ridder saw the combined property rise to No. 3 among newspaper revenue producers in its family. The all-day *Mercury News*, in the middle of high-tech country, contributed 10% of newspaper revenues in 1983, surpassing the *Free Press*.

The paper reported its most recent daily circulation figure at 245,868, up from 234,043 of the two papers combined last year. Sunday circulation increased to 298,797 from 287,574.

While all of these papers did manage gains in one form or another, such was not the case with Knight-Ridder's attempt to spin off an all-sports daily from its *Pasadena* (Cal.) *Star-News*. After reportedly losing hundreds of thousands of dollars a month on the project, the company killed the paper, called *All Sports*, in September, not quite a year after it started.

More successful was Knight-Ridder's effort to enlarge its broadcast family. In 1983, the company completed its $37 million acquisition of WNGE-TV, Nashville, from General Electric.



Orange County in Southern California is a market you can't afford to pass up for a wealth of reasons. The median household income at $30,126 is well above the national average and is reflected in a buying power that tops out at $25 billion — more than the po[illegible] of Miami, San Francisco or Seattle. On[illegible]ne major newspaper group sets a direct course to this marketplace. The Orange County Register MetroGroup.

It's largest paper, The Register, outdistances the nearest competition by 95,000 daily and has moved into 2nd place in all of Southern California. In just 5 daily issues, The MetroGroup reaches 65% of the affluent adults, those with $50,000+ incomes. When 8 out of 10 of our adult readers take no other daily newspaper, it's clear to see why The MetroGroup is considered the most powerful media buy in this highly desirable market.

Orange County Register MetroGroup

Bringing the best of Orange County to you.

Represented nationally by Story & Kelly-Smith.

Source: S & MM, Survey of Buying Power, 1983; Scarborough Research Corp., 1983

The addition of the station, now called WKNR, brought to five the number Knight-Ridder owns. All are ABC affiliates, except CBS affiliate WTKR, Norfolk, Va. With WKNR in tow for part of the year, the company's broadcast operations, including cable properties, brought in $46.1 million in revenues, up 6.6% from 1982.

Among cable properties, Knight-Ridder's operations—shared 50-50 with two other companies—saw revenues of $36 million in 1983. Tele-Communications Inc. shares interest in one venture, TKR Cable Co., which had 124,000 subscribers at the end of 1983. The other partnership, with Times Mirror and called Long Beach Cablevision, had 30,000 subscribers.

The kind of modern technology that cable tv represents came to Knight-Ridder's business-oriented properties. Reflecting in part the growing electronic content of these operations, the formation of Knight-Ridder's Business Information Services group last year consolidated Commodity News Services, Unicom News (50% interest), the *Journal of Commerce* and VU/TEXT. These business-data dissemination operations produced revenues of $58 million in 1983.

In another area, Knight-Ridder has followed other major media companies by acquiring interests in cellular radio ventures. As with Viewtron, these mobile phone operations are full of promise, but the magnitude of returns are not clear.

MEDIA PROPERTIES

Broadcasting

TV: WJRT, Flint, Mich.; WKNR, Nashville; WPRI, Providence, R.I.; WTEN, Albany, N.Y.; WTKR, Norfolk, Va.

Cable/video

TKR Cable Co. (50% interest): NEW JERSEY: Aberdeen, Barnegat Light, Beach Haven, Bernards, Bound Brook, Bridgewater, Dunellen, Edison, Elizabeth, Green Brook, Harvey Cedars, Highland Park, Keansburg, Key Port, Long Beach, Manville, Matawan, Metuchen, Middlesex, Milltown, Montvale, New Brunswick, Old Bridge, Piscataway, Raritan, Sayerville, Ship Bottom, Somerville, South Amboy, South Bound Brook, Surf City, Union Beach, Warren, Watchung. NEW YORK: Rockland County. Long Beach Cablevision Co. (50% interest): CALIFORNIA: Long Beach.

Videotex

Viewdata Corp. of America (Viewtron).

Newspapers (dailies)

CALIFORNIA: *Long Beach Press Telegram, Pasadena Star-News, San Jose Mercury News.* COLORADO: *Boulder Daily Camera.* FLORIDA: *Boca Raton News, Bradenton Herald, Miami Herald, Tallahassee Democat.* GEORGIA: *Columbus Enquirer, Columbus Ledger, Macon Telegraph & News, Milledgeville Union-Recorder.* INDIANA: *Fort Wayne News-Sentinel, Gary Post-Tribune.* KANSAS: *Wichita Eagle-Beacon.* KENTUCKY: *Lexington Herald-Leader.* MICHIGAN: *Detroit Free Press.* MINNESOTA: *Duluth News-Tribune & Herald, St. Paul Dispatch, St. Paul Pioneer Press.* NORTH CAROLINA: *Charlotte News, Charlotte Observer.* NORTH DAKOTA: *Grand Forks Herald.* OHIO: *Akron Beacon Journal.* PENNSYLVANIA: *Philadelphia Daily News, Philadelphia Inquirer, State College Centre Daily Times.* SOUTH DAKOTA: *Aberdeen News American.*

Newspapers (nondailies)

CALIFORNIA: *Anaheim Independent, Arcadia Tribune, Buena Park News, Duartean* (Duarte), *Huntington Beach Independent, La Mirada Lamplighter, Monrovia News-Post, Orange County News, Temple City Times.* FLORIDA: *Florida Keys Keynoter.*

Business information

Commodity News Services, *Journal of Commerce*, Unicom News (50% interest), VU/TEXT Information Services.

OTHER OPERATIONS

Commercial Terminals of Detroit, HP Books, Observer Transportation Co., Portage Newspaper Supply Co., Southeast Paper Co. (Dublin Newsprint Mill), TelAir Network, Twin Cities Newspaper Services.

Landmark Communications

Revenues	1983	1982
Media	$265,000,000	$230,000,000
Other	—	—
Total	$265,000,000	$230,000,000

Landmark Communications, Norfolk, Va., is the country's 37th largest media company, with revenues of about $265 million in 1983, all in media, a 15.2% increase over 1982 revenues.

In 1983, Landmark gleaned $159 million (60% of revenues) from newspapers, $79.5 million (30%) from cable and $26.5 million (10%) from broadcast.

Cable tv showed substantial increases in 1983 as a percentage of total revenues at the expense of newspapers, according to new ventures analyst Bahnson Stanley. Newspapers were 65% of total revenues in 1982, and broadcast remained static both years.

While Landmark continues its emphasis in media, the company has recently started branching into other fields. These include local real estate development and the marketing of office computers and business systems through its Executive Productivity Systems division.

Landmark president Richard Barry says, "These are sidelines. We are really in the newspaper and broadcast business."

Effective Jan. 1, 1984, Landmark spun off its TeleCable Systems division into a separate company, headed by president Dick Roberts, because principal owner Frank Batten, who is chairman of both companies, thought newspapers and cable were disparate businesses in rapidly changing areas, requiring separate management.

Stockholders remain the same, and the new company also is privately held. Stock in TeleCable has been distributed to Landmark's stockholders, who after the split hold an equal number of shares in both companies.

TeleCable is the 14th largest cable tv operator in the U.S. with 20 cable systems and 410,478 basic subscribers in 15 states. It added one franchise in 1983 in Plano, Tex.

During 1983, Landmark's Weather Channel cable network was the focus of several major changes. John Coleman, president and minority owner, resigned after trying to put together $4 million to take control of the service from Landmark. Landmark contended that the Weather Channel lost $7 million in its first year and about $800,000 monthly because of overstaffing and other management mistakes made by Mr. Coleman. The company said escalating costs and ad revenue shortfall also contributed to a financial crunch.

Mr. Coleman was succeeded by interim president John Wynne, who is president of Landmark's broadcast and video enterprises division. John Janas, formerly president of Sea Shell Inc., a media company, then succeeded Mr. Wynne as president of the Weather Channel. Other management changes include the organization of a separate marketing department for the Weather Channel.

In August, the Weather Channel announced it would seek subscriber fees. About 85% of its customer base has agreed to pay.

Mr. Stanley says the service now has more than 12 million subscribers and soon would be eligible for A.C. Nielsen Co. meters, which should assist ad sales.

(Nielsen monitors a service once it reaches 15% of total U.S. households. There will be 83.8 million households by 1985, so the Weather Channel will need 12.6 million household subscribers.)

Mr. Stanley says ads sold for 1984 to date already exceed all of those sold in 1983. The Weather Channel has not been an easy sell. In 1983, the company estimated that the average sale took about 20 calls.

Landmark also set up a special publications division last year to publish newsprint magazines.

Port Folio covers the Hampton Roads market, the 34th largest market in the U.S. *Spectator Magazine of the Triad* covers Greensboro, N.C. The publications focus on entertainment.

Among its newspapers, the only change was the discontinuance of the nondaily *South Carroll Herald*, Sykesville, Md., and the startup of *Randallstown News*, Randallstown, Md.

MEDIA PROPERTIES

Broadcasting

TV: KLAS, Las Vegas; KNTV, San Jose.

RADIO: WTAR (am) and WLTY (fm), Norfolk, Va.

Cable/video

TeleCable Systems in ALABAMA: Auburn, Decatur, Selma. FLORIDA: Broward County. GEORGIA: Columbus. ILLINOIS: Bloomington. INDIANA: Kokomo. KANSAS: Overland Park. KENTUCKY: Lexington, Radcliffe. MISSOURI: Springfield. NORTH CAROLINA: Roanoke Rapids. SOUTH CAROLINA: Greenville, Spartanburg. TENNESSEE: Cleveland. TEXAS: Arlington, Richardson. VIRGINIA: Wytheville. WEST VIRGINIA: Beckley, Princeton. WISCONSIN: Racine.

Newspapers (dailies)

CALIFORNIA: *El Cajon Daily Californian.* INDIANA: *Mount Vernon Democrat.* KENTUCKY: *Elizabeth News Enterprise.* MARYLAND: *Westminster Carroll County Times.* NEW MEXICO: *Los Alamos Monitor.* NORTH CAROLINA: *Greensboro News & Record.* VIRGINIA: *Norfolk Virginian Pilot, Ledger-Star* (Norfolk), *Roanoke Times & World News.*

Newspapers (nondailies)

FLORIDA: *Citrus County Chronicle* (Inverness), *Sumter County Times* (Bushnell). ILLINOIS: *Vandalia Leader Union.* INDIANA: *Journal & Democrat* (Rockport), News (Tell City). IOWA: *Opinion Tribune* (Glennwood), *Red Oak Express.* KENTUCKY: *Anderson News* (Lawrenceburg), *News Democrat* (Carrollton), *Casey County News* (Liberty), *Central Kentucky News-Journal* (Campbellsville), *Cynthiana Democrat, Lebanon Enterprise, Oldham Era* (La Grange), *Shelbyville Sentinel-News, Springfield Sun, Trimble Banner Democrat* (Bedford). MARYLAND: *Reisterstown Community Times, Randallstown News.* MISSISSIPPI: *New Albany Gazette.* VIRGINIA: *Galaxy Gazette.* Also, 22 free shoppers plus special interest publications magazines and Capital-Gazette Newspapers, Annapolis, Md. (49.9% owned).

Lee Enterprises

Revenues	1983	1982
Media	$166,059,000	$155,300,000*
Other	6,498,000	5,258,000
Total	$172,557,000	$160,580,000

*Restated

Lee Enterprises, Davenport, Ia., which is readying itself to expand through new ventures and acquisition now that regions covered by its media properties are coming out of a recession, had media revenues of $166.1 million out of total revenues of $172.6 million in 1983, ranking 57th among U.S. media companies.

The showing in 1983 for media properties represented an increase of 7% from 1982.

Media revenues, which represented 96.2% of total revenues in 1983, break down into $44.5 million from tv, an estimated $1 million from radio, $80.4 million from newspaper advertising, $29.4 million from newspaper circulation and $10.8 million from editorial services and management fees from associated companies.

In an industry characterized by corporate acquisitions and sales, Lee remained distinctly uninvolved in either in 1983.

"We made no acquisitions during the year, not from lack of opportunity," says Lee president Lloyd Schermer. He told stockholders, "We chose not to [purchase] at the prices being asked."

Lee comptroller Richard Galligan says the company during 1984 is on the lookout for tv stations in the top 50 markets and other media companies in state capitals.

Government services in state capitals provide the stability often lacking in cities where business concentration is in agriculture or is in a recession-vulnerable business segment, Mr. Galligan says.

Six of Lee's operations are in state capitals; five smaller enterprises are in communities reliant primarily on agribusiness.

While the company continues its search for new acquisitions, it plans in 1984 to improve color and graphics capabilities, increase newspaper circulation by 35,000 through stepped-up marketing, upgrade front-end systems for electronic copy processing, and continue expansion of the use of cable to distribute news and advertising in its markets.

Lee also has established as a priority for 1984 a thorough management training program involving more than 300 top and middle-level managers. The payoff, says Larry Seigel, vp-human resources, will be in a more effective working environment for Lee's more than 4,000 employes and a more consistent framework for management short and long-term planning.

Using outside consultants and staff resources, the company initiated the program 12 years ago. "The industry has been so planning and budgeting and numbers-intensive for so long, we've really neglected the behavioral side of the [management] equation," Mr. Seigel says.

During 1983, Lee entered into a joint venture with Audichron Co., Atlanta, to develop audiotext opportunities that have opened up as a result of FCC action and the divestiture of American Telephone & Telegraph and its 22 Bell operating companies.

Under the name of Call-It Co., Lee hopes to establish a national network of local and national mass announcement services in the top 150 markets. Under the system, a user (anyone with a telephone) calls a published number for sports scores, weather reports, humorous quips or Bible readings and quizzes. The caller is billed by the local phone company. Included in the bill is the phone company's locally regulated rate (19¢ per call in Los Angeles, for example) plus a fee, which contains a regulated ceiling, charged by Lee Enterprises and other service initiators. Total cost per call may run 50¢ or more.

Call-It Co. went on-line in January in Los Angeles in a joint venture with the *Los Angeles Times* and in Atlanta in a joint venture with the *Atlanta Constitution.*

Early this year, Lee's KOIN-TV in Portland, Ore., moved into its newly constructed studio, three years in the making.

MEDIA PROPERTIES

Broadcasting

TV: KGMB, Honolulu; KHQA, Hannibal, Mo.; KOIN, Portland, Ore.; WSAZ, Huntington, W.Va.

RADIO: WTAD (am) and WQCY (fm), Quincy, Ill.; KFAB (am) and KGOR (fm), Omaha, Neb. (partially owned by Journal-Star Printing Co.).

Newsletters

Montana Legislative Service.

Newspapers

ILLINOIS: *Decatur Herald & Review, Kewanee Star Courier, Southern Illinoisan Review* (Carbondale). IOWA: *Mason City Globe-Gazette, Muscatine Journal, Ottumwa Courier, Quad-City Times* (Davenport). MINNESOTA: Winona Daily News. MONTANA: *Billings Gazette, Butte Montana Standard, Helena Independent Record, Missoula Missoulian.* NEBRASKA: *Lincoln Star.* NORTH DAKOTA: *Bismark Tribune.* OREGON: *Corvallis Gazette-Times.* WISCONSIN: *La Crosse Tribune, Racine Journal, Wisconsin State Journal* (Madison).

OTHER OPERATIONS

NAPP Systems (USA) Inc., a manufacturer of graphic system products.

LIN Broadcasting Corp.

Revenues	1983	1982
Media	$102,000,000	$83,800,000*
Other	5,300,000	4,600,000
Total	$107,300,000	$88,400,000

*Restated

LIN Broadcasting Corp., New York, is the country's 86th largest media company with revenues of $102 million from media operations, or 95.1% of total revenues of $107.3 million in 1983.

Media revenues increased 21.7% from 1982. Profits from media operations last year were $22.5 million, while total profits were $23.5 million, up 17% from 1982.

For the first quarter of this year, net income was $4.6 million, up 16% from the first quarter of 1983. Net revenues were $28 million, up 11% (excluding the effects of acquisitions).

In 1983, operating profits rose in all divisions but percentage gains were greatest in radio paging and specialty publishing. Tv gains were slightly more than 10%. The company attributed this to increased demand for the relatively fixed supply of advertising spots, which pushed up advertising rates.

In 1983, about 81% of LIN's operating income before depreciation and expenses was from tv, nearly 11% was from radio and 8% from radio paging and specialty hotel publications.

ADVERTISING AGE estimates in 1983 tv revenues were $71.5 million, radio $19.6 million, and ad-supported Guest-Informant publications $11 million.

About 74% of the company's operating income came from properties in Texas, where LIN operates NBC affiliates in Dallas-Fort Worth and Austin, am/fm radio stations and a radio paging company in Houston. LIN also publishes magazines for hotels in Dallas-Fort Worth, Houston and San Antonio. During 1983, the company bought Leisureguides Inc. for $3 million. Leisureguides publishes hardcover magazines on local attractions. The magazines are placed in hotel rooms in Chicago, Boston, Houston, Miami and several other major markets. Leisureguides has been incorporated into the company's similar GuestInformant operation. The combined operation now services hotels in 32 cities. That gives it a virtual lock on this market in the U.S., according to Virginia Butcher, vp of F. Eberstadt & Co. brokerage house in New York.

Other acquisitions in the past year include WOTV-TV, the NBC affiliate in Grand Rapids, Mich., 37th largest U.S. market; WISH-TV, the CBS affiliate in Indianapolis, Ind., 21st largest market, and WANE-TV, the CBS affiliate in Fort Wayne, Ind., 94th largest market. WOTV, purchased April 1, 1983, cost $32 million; WANE and WISH, purchased from A.H. Belo Corp. on Feb. 4, 1984, together cost $104.9 million. Belo acquired the stations in a package deal with the Corinthian Broadcasting subsidiary of Dun & Bradstreet, but divested itself of the property to comply with FCC regulations limiting ownership to five vhf and two uhf stations.

The company also has purchased 5.1% of the shares of *The New Yorker* magazine during the past two years for $3.2 million.

In its latest stock report on LIN, Standard & Poor's Corp. said the company "is actively seeking acquisition candidates."

Ms. Butcher says that still holds, but the most venturesome aspect of the company's efforts is its investment in cellular radio systems. The mobile telephone service is speculative, but LIN has been investing in a "safe, conservative way," she says. LIN's broadcast properties are steady money makers and provide substantial amounts of cash for investment, she says.

The company estimates that, if it were granted licenses to operate cellular radio in each of the five major markets for which it has applied, its initial investment would be $35 million, of which $7 million could be spent in 1984.

LIN applied for construction permits from the FCC, either alone or in partnerships, in New York, Los Angeles, Philadelphia, Dallas-Fort Worth, Houston, and eight smaller markets. The company has had mixed success in obtaining the licenses: FCC staff at various levels have approved its franchise applications in New York, Philadelphia and Houston, but an administrative law judge recommended against LIN in Los Angeles. No FCC staff had made recommendations for Dallas-Fort Worth at press time.

LIN president Donald A. Pels is optimistic about the company's investment in cellular radio and points out that the first operational system in Chicago (not LIN's) is selling ahead of projections. But he admits that "wireline carriers [such as the divested Bell companies] may well begin operations before us. This headstart results in a significant advantage, which includes the opportunity to pick up a substantial part of the initial demand. Nonetheless, we believe that our investment in time and expense [about $3 million pre-tax to date] will prove to have been very rewarding."

Ms. Butcher says she believes LIN is well positioned to prosper in cellular radio. If it gets franchises in only a couple of major markets, she said, the technology "could provide 25% to 50% of the company's revenue by 1990."

MEDIA PROPERTIES

Broadcasting

TV: WAND, Decatur/Champaign/Springfield/Danville, Ill.; KTVV, Austin, and KXAS, Dallas/Fort Worth, Tex.; WAVY, Portsmouth/Norfolk/Newport News/Hampton, Va.; WOTV, Grand Rapids, Mich.; WISH, Indianapolis, and WANE, Fort Wayne, Ind.

RADIO: WIL (am, fm), St. Louis; WBBF (am) and WMJQ (fm), Rochester, N.Y.; WFIL (am) and WUSL (fm), Philadelphia; KILT (am, fm), Houston; WEMP (am) and WMYX (fm), Milwaukee.

Magazines

GuestInformant and *Leisureguides*, distributed in hotel rooms.

OTHER PROPERTIES

Radio paging operations in New York and Houston-Galveston, and cellular radio ventures approved in several major markets.

Maclean Hunter Communications

Revenues	1983	1982
Media*	$115,000,000	$75,000,000
Other	403,100,000	353,900,000
Total**	$518,100,000	$428,900,000

*U.S. only revenues
**Consolidated worldwide revenues

Maclean Hunter Communications, Toronto, the 80th rated media company in the U.S., had 1983 revenues from U.S. operations of $115 million, or 22.2% of the company's worldwide revenues of $518.1 million generated from U.S., Canadian and British properties.

U.S. media revenues, which represented an increase of 53.3% over 1982, included $60 million from cable, $40 million from periodicals and about $15 million from one month's consolidated revenues of the *Houston Post*.

Total revenues at Maclean Hunter were up 20.8% from 1982. Some 31% of total operating revenues come from international operations, which are located primarily in the U.S. (Over-all revenue figures are expressed in U.S. dollars in this profile based on the yearend rate of C$1 equals 0.817 U.S. dollars.)

Clearly the biggest single development affecting Maclean Hunter during 1983 was the acquisition of the *Houston Post* by Toronto Sun Publishing Corp., in which Maclean Hunter has held a 50% interest since 1982. Maclean Hunter reports the *Post* had revenues in 1983 of $140 million.

"The *Houston Post* would have to be the biggest thing for us last year," says Harvey T.M. Botting, assistant vp. It may be a year or two before the *Post* makes a significant imprint on Maclean Hunter's yearly results, but once that happens, the company expects it to be a healthy impact.

Until then, the *Post* is on its own from an operational standpoint, says Mr. Botting, who explains the parent company maintains, for the most part, a "hands-off" attitude toward the Toronto Sun Co. "We don't pretend to know the newspaper business the way they do," he says.

The *Post* was acquired last December for $100 million and the value of working capital from the Oveta Culp Hobby family. Almost immediately, new publisher J. Douglas Creighton set about improving the appearance and content of the paper, which has a daily circulation of 360,000 and 415,000 on Sunday.

Cosmetic changes such as new body type, masthead and more color already have been made, while new columnists, a new editorial page editor and editorial staff have been added.

Early this year, 19 new offset color press units were purchased for $20 million to modernize and consolidate its printing operations into a single plant, which should provide cost savings down the road, Mr. Creighton says. The *Post* also lost some circulation when *Parade Sunday* magazine changed its affiliation to the competing *Houston Chronicle*. The *Post* then started its own Sunday magazine, called *The Magazine*. The publication will have more of a local flavor than *Parade* and eventually will win back and surpass the lost circulation, Mr. Creighton predicts.

Even though the economic boom that blessed Houston for more than a decade has slowed, Mr. Creighton is not daunted about a delay in profitability of the *Post*. "We were not unaware of the economic slowdown in this area when we bought the paper, but we still felt it would be profitable," he says. "Our loss has only been 10¢ a share and our projections were for more than that. We forecast the growth for each of the next three quarters to be greater than the year before."

The purchase of the *Post*, Mr. Creighton says, is not to be viewed as a springboard for further Toronto Sun Co. expansion into the U.S. Not for a while, anyway. "We actually bought a paper that is larger than our company in Canada. We're going to wait and see how this works out before we move anywhere else in the U.S.," Mr. Creighton says.

In other international publishing ventures, Maclean Hunter Chicago posted a 21% increase in profits and 7% rise in revenue from operations of nine business periodicals and several vehicle pricing guides. Its Stamford, Conn., division, publisher of *Progressive Grocer* and *C-Store Business*, also responded to an improved U.S. economy by posting a 62% jump in income, thanks to a record year in customized information sales by *Progressive Grocer*. Last year, Maclean Hunter of New York bought *Hospital Practice*, a doctors' magazine.

On the Canadian front, the business press sector was not as profitable as in the U.S. because of a continuing lag in the Canadian economy, but 15 of nearly 80 business publications increased ad linage last year over 1982.

In Canada, the company has started three business publications in the past year including *Hospital Products and Technology*, *Electronic Products News* and *Canada Offshore*, an oil industry-related periodical. Planned for debut this year is a magazine called *Canadian Art* as part of a joint venture with Key Publishers Co. Ltd.

Consumer magazines, bolstered by a strong fourth quarter, posted revenue gains of 9%. The *Financial Post*, one of Maclean Hunter's flagship publications, showed a 4% revenue increase last year over 1982 on the strength of a 20% fourth-quarter jump.

Maclean's, a Canadian news magazine, increased weekly circulation to 2.6 million, up 7%, while its ad revenues rose by 3%. In addition, *Maclean's* opened a Paris bureau and expanded its Ottawa and Washington bureaus during the year.

Chatelaine, a women's-oriented magazine, improved revenues slightly over 1982 while *L'Actualite*, a French-

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Maclean Hunter continues to strengthen its foothold in cable tv. With systems in Canada, New Jersey and Michigan, its subscribership base grew by 9%, to 594,000 basic subscribers. Acquisitions have leveled off, (at least in the U.S.) as the company looks toward selling add-on and specialized services to its current cable customers, Mr. Botting says.

Total subscribers in the U.S. were 229,410 at yearend—156,410 at Suburban Cablevision in East Orange, N.J., and 73,000 at Wayne Cablevision in Taylor, Mich. The basic-to-pay ratio in the older New Jersey operation was 1.17 to 1.

On the home front, Ontario cable operations have achieved a 79% penetration and increased subscribership by 3% last year. In New Jersey, Suburban Cablevision reached the 150,000 subscriber mark and added new services to the recently completed system. The Michigan system grew to 73,000 subscribers while Maclean Hunter Cable TV entered into a 10-year management pact with Barden Cablevision of Detroit in the building and operation of cable systems in the Detroit area. It has only a limited partner in this venture, however.

Maclean Hunter's broadcast division generated $51 million in revenues. Its holdings include a tv station in Calgary, Alberta along with five radio stations.

The company also has several nonmedia operations such as Transkrit, a U.S. business forms concern, Industrial Trade Shows, Paging and Book Distribution that showed over-all increased performance.

In the executive ranks, Frederick T. Metcalf steps down as president-chief operating officer after seven years in that post. He will remain, however, on the board of directors and on various committees. Ronald W. Osborne, vp-broadcasting and chief financial officer, has been elevated to Mr. Metcalf's post. Also, Arthur J. (Pete) Little has announced his retirement as Maclean Hunter director.

U.S. MEDIA PROPERTIES

Cable/video

MICHIGAN: East Detroit, Garden City, Pontiac, Taylor, Temperance, Waterford. NEW JERSEY: East Orange.

U.S. magazines

American Print & Lithography, Boxboard Containers, C-Store Business, Coal Mining & Processing, Concrete Products, Dog World, Graphic Arts Product News, Home Improvement Contractor, Hospital Practice, Paper-Film & Foil Converter, Program Guide, Progressive Grocer, Rock Products and "National Market Reports."

U.S. newspapers

TEXAS: *Houston Post.*

Macromedia Inc.

Revenues	1983	1982
Media	$96,500,000	$86,100,000
Other	600,000	1,200,000
Total	$97,100,000	$87,300,000

Macromedia Inc., Hackensack, N.J., a holding company formed by the Bergen Evening Record Corp. on Jan. 1, 1984, is the nation's 89th largest media company, with 1983 media revenues of $96.5 million, up 12% from 1982.

Media accounts for nearly all of the company's total revenues of $97.1 million, up 11% from 1982. Earnings were $7.9 million, up 50% from 1982.

The company is privately owned by chairman Malcolm A. Borg and family trusts.

Circulation and advertising revenue from the Record, the largest evening newspaper in New Jersey, contributed $75.7 million to the company's revenues last year. The newspaper contribution was up nearly $10 million from 1982. Revenues for the company's broadcast arm, Gateway Communications, were $20.8 million last year, up 4% from 1982.

Company officials attribute the improved revenue performance to a strengthening economy and the paper's increased competitiveness, a result of its new four-color capability. Advertising linage rose 7.3%; insert advertising 25%. Over-all advertising revenue rose 18.3% from 1982.

In the past two years, the company has spent $62 million to modernize, adding such equipment as high-speed, full-color offset presses and a Feras inserting-handling system. Color advertising in 1983, the *Record's* first full year with four-color capability, surpassed 4 million lines, compared with 2.4 million lines in 1982.

The *Record* last year rose to eighth among the nation's newspapers in color advertising linage. "Before, we were almost nowhere," Macromedia president Michael H. Heath says.

The *Record's* new look also helped boost circulation, Mr. Heath says. Sunday circulation rose about 6,000, to an average of 219,000 last year, compared with annual increases of only 3,000 before the days of color, he adds. Average daily circulation had rested at about 147,000, but last year rose to 150,000 and was 154,000 in April, 1984, according to the company.

Editorially, the *Record* is extending its reach. Last year, it sent a reporting team outside the U.S. for the first time to cover the invasion of Grenada. What the company calls "a major effort" went into producing an experimental tabloid in its northwest circulation area, but costs overran circulation and ad gains so it was dropped.

Mr. Heath says creation of the Macromedia holding company allowed further separation of newspaper and broadcasting operations. The *Record's* dominance within the company and the fact that the paper had bought the broadcast properties gave the impression that the newspaper was running the tv stations, he says. The reorganization was intended to allay the appearance of a conflict of interest and to show the company considers both the newspaper and broadcasting equally important, he says.

In early 1983, the company sold Toms River Publishing Co., publisher of the *Ocean County* (N.J.) *Reporter*, to Capital Cities Media.

Gateway Communications, the company's broadcasting arm, owns and operates one ABC affiliate and three CBS affiliates.

Macromedia likes broadcasting and may acquire more stations, but is not in hot pursuit of any, Mr. Heath says. A stronger economy and the 1984 elections, he says, should boost advertising and Gateway's profits. As for cable tv and videotex, ventures Macromedia was considering last year, Mr. Heath saw little prospect of Macromedia getting involved with either soon.

MEDIA PROPERTIES

Broadcasting

TV: WBNG, Binghamton, N.Y.; WLYH, Harrisburg/York/Lancaster/Lebanon, Pa.; WOWK, Charleston/Huntington, W.Va.; WTAJ, Johnstown/Altoona, Pa.

Newspapers

NEW JERSEY: *Record* (Hackensack).

McCall Publishing

Revenues	1983	1982
Media	$121,600,000	$110,000,000
Other	—	—
Total	$121,600,000	$110,000,000

McCall Publishing Co., New York, is the nation's 77th largest media company, with total net revenues of $121.6 million in 1983, all from media properties. In 1982, total revenues were $110 million.

The company is privately held by the Pritzker family of Chicago, whose other properties include Hyatt Corp., Rosemont, Ill. Excluded from total revenues are the company's revenues from two properties owned in part with other media companies: American Family Publishers (50% owned) and Select Magazines (33⅓% owned).

The mainstay of McCall Publishing continues to be *McCall's*. The remainder of revenues are derived from *Working Mother* and its new spinoff, *Working Mother Digest*, and annual special interest publications: *Cooking School* and *Beauty, Diet & Health Guide*, formerly *Beauty & Diet Guide*.

As the outlook for the "Seven Sisters" women's magazines improves, so does the outlook for *McCall's* and, by extension, McCall Publishing. "We're pretty upbeat these days," editor Robert Stein says. "A couple of years ago, it was discouraging. Presumably, we were all dinosaurs about to be eaten by the new young animals in the forest. But we're co-existing nicely."

What seems to be happening, according to Mr. Stein, is a growing awareness in the advertising community that "it isn't either/or, that you have to have a *McCall's* or *Good Housekeeping* on one end or a *Working Mother* or *Savvy* on the other."

The joys of peaceful co-existence can be seen within the company, Mr. Stein says, as it has been able to show "gains with magazines on both ends of the scale, mass and specialized"—*McCall's* and *Working Mother*, respectively. "That's very encouraging," he says.

For *McCall's*, advertising pages and revenues both rose in 1983 after suffering declines in 1982: Pages were up 5.1%, while revenues rose 3.9%. And circulation climbed 1.4%, to almost 6.4 million. For *Working Mother*, ad pages rose 1.2% last year, while ad revenues soared 25.7%. Circulation was up 8.5%, to 484,656.

And those gains were being sustained in 1984, as ad pages for *McCall's* increased 9.5% in the first six months and newsstand sales rose about 8% in the first three months.

The "Seven Sisters" are doing better "because business is better," says Raymond Eyes, president, McCall Publishing, and publisher, *McCall's*. "Advertisers are gradually recognizing that mass magazines can complement what they do on television. That's got to help the mass women's magazines, which deal so heavily in package-goods advertising."

To help *McCall's* sustain its gains, various editorial and promotional projects are on tap for 1984. The most elaborate will be the third annual "Reader of the Year" promotion, due in the September issue. By offering a lucky reader, and family, prizes linked to both editorial coverage and advertising, this promotion is "a way to pull together what we do every month," Mr. Eyes says.

One reason for the resurgence of the mass women's books is because "we have kept ahead of what is going on" in readers' lives, he says, "and we have responded editorially. There are rather obvious differences between *McCall's* today and *McCall's* five years ago and ten years ago—and even two years ago." The major difference, as Mr. Stein sees it, is a focus on the trend that "the new generation of young women are getting more interested in marriage, commitment, children, in addition to having their careers."

That focus is also a key element in *Working Mother*, which celebrated its fifth anniversary last year by raising its rate base 25%, to 500,000. The monthly further expanded in 1983 via the introduction of *Working Mother Digest*, a special edition made available nationally by Kinder-Care Learning Centers. Initial distribution was 100,000 copies, which was raised to 300,000 in 1984 and could go higher in 1985, Mr. Eyes says.

MEDIA PROPERTIES

Magazines

McCall's, Working Mother, Working Mother Digest, Cooking School, Beauty, Diet & Health Guide.

OTHER PROPERTIES

American Family Publishers (50% owned), Select Magazines (33⅓% owned).

McClatchy Newspapers

Revenues	1983	1982
Media	$215,000,000	$185,000,000
Other	—	—
Total	$215,000,000	$185,000,000

McClatchy Newspapers, Sacramento, Cal., is the 46th largest media company, with 1983 revenues estimated by ADVERTISING AGE at $215 million, all from media operations.

Media revenues in the family-owned and operated business were up 16% from 1982 estimated revenues, and continue to come from newspaper, radio and cable tv, although McClatchy is embarking on several ventures in videotex and cellular radio.

A joint venture with FMI, Miami, and Cellular Communications, New York (both partners of Western Union), has gotten McClatchy involved in cellular radio, the technology that permits transmission from cordless telephones in cars, briefcases and wristwatches. The company currently has active franchise applications pending before the FCC, but has yet to receive a ruling from the commission.

The past year saw the launching of two new projects in videotex, one of which was Eldorado Teleguide, a public access videotex operation based on the software technology provided by Infomart of Toronto. The system is designed to serve the travel and tourism industry and contains 35 terminals placed throughout public buildings and shopping centers in the Sacramento area.

A second videotex system, using the same technology, is a joint venture with Times Mirror Co., Irvine, and the Bakersfield *Californian*. It is called Grass Roots California, a service for the agricultural community in the central valley of California. The partnership with Times Mirror and the Teleguide project, according to corporate vp Erwin Potts, eventually may lead the company into some sort of home videotex system.

McClatchy continues to operate four cable systems, all of which have registered modest increases in subscriber numbers in the past year. Norcal Cablevision, the company's only mature cable system, has 26,000 subscribers, and Fresno Cable TV Ltd. rose to 42,500. Tel-Cab Communications Cable serves another 3,400 customers in the Reno, Nev., area, and Sequoia Cablevision, activated in 1982, now has 9,400 subscribers in the Tulare County region of Central California.

LegiTech, McClatchy's computerized service for tracking state legislation and political contributions, acquired in 1982, continued to show progress. The Sacramento-based service, sold for a fee to magazines, newspapers, government agencies and lobbyists, expanded eastward with the opening of a similar operation in Albany, N.Y., to provide instant access to information regarding legislative action for subscribers in New York state.

Newspapers represent more than 85% of the McClatchy business.

McClatchy's three "Bees"—*Sacramento Bee, Modesto Bee, Fresno Bee*—continued to show gains after going through a recession-related slump. The *Sacramento Bee*, the only one of the three in a competitive market, is well ahead in the circulation battle with the *Sacramento Union*, but losing ground. While its daily circulation increased 0.4% to 224,589, and Sunday went up 0.5% to 259,069 in the year-to-year ABC Fas-Fax report of March 31, 1984, the Union's circulation increased 16.8% to 99,366 for the daily and 15% to 98,418 for Sunday. Both are morning papers.

The *Anchorage Daily News*, a morning daily that the company bought in 1979 with a circulation of about 6,000, now has surpassed its chief rival, the afternoon *Anchorage Times*, in daily and Sunday circulation. According to publisher's statements submitted to the ABC, the *Daily News'* average morning circulation for six months ended March 31 was 51,180 and had risen to 58,109 on Sunday, up 14.4% from a year earlier.

Mr. Potts declines to comment on the profitability of the newspaper, which had been a deficit operation in the past few years, but he says, "The bottom line at the *Daily News* is beginning to look very good . . . we've moved ahead of the competition in share of advertising."

The company's other newspaper properties also began to record some post-recession gains. The *Gilroy Dispatch*, a five-day-a-week paper serving the southern end of Silicon Valley and the high-tech industries to the north, showed gains and reflected improved economic conditions.

But the *Tri-City Herald*, a daily in Richland, Wash., continued to mirror the slump brought about by Washington Public Power Supply System's scrapping of two partially completed nuclear power plants with the loss of 6,000 jobs in 1982. The paper's daily circulation dropped to 34,547 for the six-month period ended March 31, compared with 36,682 a year earlier. "The bottom appears to have been reached in Richland and we've been able to show some modest gains in recent months," Mr. Potts says.

All of the company's radio stations, particularly KFBK (am) and KAER (fm) in the Sacramento area, achieved dramatic gains in 1983 and were part of a major restructuring of McClatchy that saw the creation of a new electronics communications division.

All cable operations and radio stations are in the new division, headed by vp Frank Washington, who had been with Times Mirror as general manager of Videotex America.

MEDIA PROPERTIES

Broadcasting

RADIO: KMJ (am) and KNAX (fm), Fresno, Cal.; KFBK (am) and KAER (fm), Sacramento, Cal.

Cable/video

CALIFORNIA: Norcal Cablevision, Yuba City; Sequoia Cablevision, Tulare; Fresno Cable TV Ltd., Fresno. NEVADA: Tel-Cab Communications, Reno.

Newspapers (dailies)

ALASKA: *Anchorage Daily News* (80% interest). CALIFORNIA: *Fresno Bee, Gilroy Dispatch, Hollister Freeland* (50% interest), *Modesto Bee, Sacramento Bee.* WASHINGTON: *Tri-City Herald* (Richland).

Newspapers (weeklies)

CALIFORNIA: *Clovis Independent, Lincoln News Messenger, Morgan Hill Times.*

OTHER OPERATIONS

San Joaquin TV Services (an earth station operator), Fresno, Cal.; Fresno MDS Co. (33% owned), a multipoint distribution system, Fresno, Cal.; LegiTech (90% owned), a legislative information service, Sacramento, Cal., and Albany, N.Y.; Eldorado Teleguide, a public access videotex operation, Sacramento, Cal.; Grass Roots California, an agricultural videotex service (33% owned), Sacramento, Cal.

McGraw-Hill

Revenues	1983	1982
Media	$888,683,000	$804,286,000
Other	406,317,000	389,301,000
Total	$1.295 bil.	$1.194 bil.

McGraw-Hill is the 12th largest media company in the nation, with revenues of $888.7 million from media operations in 1983, or 68.4% of total revenues of $1.295 billion. In 1982, media operations accounted for $804.2 million in revenues, or 67% of the total.

Divisions of McGraw-Hill contributing media returns include publications, 29.4% of total revenues and 24.9% operating profit of total operating income from all segments; information systems, 17% revenues and 22.7% operating profit; Standard & Poor's Corp., 10.4% revenues and 14.3% operating income; data resources, 6.2% revenues and 3.3% operating profit, and broadcasting, 5.5% revenues and 9.8% operating profit. A book division is the company's only nonmedia contribution.

McGraw-Hill, as in years past, is spending heavily on state-of-the-art communications and computer technology. The company earmarked $49.2 million for capital investments in 1983, a year when it achieved record high earnings for the 12th year in a row.

New management and a revived economy helped spur a turnaround in

1983 at McGraw-Hill Publications Co., the magazine division. This sector posted $65.2 million in operating income on $381.2 million in operating revenues, compared with $54.7 million in operating profit on revenues of $344.6 million in 1982, when operating profit from the division shrunk 11.2% from the previous year.

Early in 1983, John G. Wrede was named president, McGraw-Hill Publications. He was the former head of McGraw-Hill Information Services.

The company's flagship publication, *Business Week*, lifted its total advertising pages to 4,644, up 7% from 1982, a recessionary year in which *Business Week* ad pages dropped 10%. In 1983, for the ninth year in a row, the publication led all U.S. magazines in total number of ad pages.

The upswing in advertising, which paralleled a resurgence in the economy, came after a rare period of reconsolidation for *Business Week*. In June, 1982, the publication got a new publisher, James R. Pierce, former publisher of McGraw-Hill's *Aviation Week*. Later that year, Stephen Shepard rejoined the magazine from *Saturday Review* as executive editor. Last year, *Business Week* underwent a graphic facelift designed to give the publication a livelier look.

With a new foundation and in a healthier economy, the magazine's executives felt confident enough last fall to sink more than $2 million into an advertising campaign touting the magazine as "The Voice of Authority" in business. The campaign, designed to build ad sales and circulation, was coordinated by Bozell & Jacobs.

Ad sales continued to grow this year, and Mr. Wrede has predicted his leading publication is back on course.

Ad sales were aided in March by the introduction of the *Corporate Scoreboard* issue. The publication is a separately published comprehensive reference to the fiscal fortunes of 1,200 corporations, complete with balance sheets, inflation charts and detailed looks into research and development expenses. It attracted 120 ad pages in its inaugural run.

Business Week also doubled the number of issues of its *Career Guide*, from two to four each year. The special issues, which cover the job market from a beginner's vantage point, are aimed at the 19-to-22-year-old college student. Last year, they drew 47 pages of advertising in their first two issues.

The use of ad-generating special issues was evident at other McGraw-Hill publications as well. *BYTE* and *Popular Computing* both will put out two additional issues this year. *BYTE* plans a guide to IBM PCs in August and a similar issue devoted to Apple computers in October.

Popular Computing has on tap a guide to education for September and an issue devoted to recreational equipment in November.

Both magazines had good years in 1983, with *BYTE's* ad pages rising 8%, to 4,306, and *Popular Computing's* 93%, to 1,615. Company officials plan to make an announcement later this year about new developments in customer service for these magazines, but for now are remaining tight-lipped about specifics.

Last year, when the economy rebounded, several McGraw-Hill trade publications covering recession-racked industries also took a turn for the better. Showing significant improvement were *Architectural Record*, *Electrical Construction & Maintenance* and *Engineering News-Record*.

The trade magazine *Electronics* has been expanded to a weekly from every-other-week status and renamed *Electronics Weekly*. In addition, four publications have been spun off to service the specialty electronics market: *Computer/Systems Equipment Design*, *Communications/Systems Equipment Design*, *Military/Space Electronics Design* and *Industrial Electronics Equipment Design*.

MEDIA PROPERTIES

Broadcasting

TV: KERO, Bakersfield, and KGTV, San Diego, Cal.; KMGH, Denver, and WRTV, Indianapolis.

Financial services

Standard & Poor's Corp. Records, Blue List, Trendline, Outlook, CreditWeek International, Stock Reports, MarketScope, Unit Investment Trusts, The High Tech Handbook.

Information services

Construction Analysis System, Cost Information Services, Data Resources, Data Resources Economic Information, Datapro Reports, Dodge Reports, Multi-List, Scan, Sweet's Catalogs, Product Information Network, Healthcare Information Services, Construction Forecasting Service, World Bulletin.

Joint venture corporations

Electronic Markets & Information Systems Inc. (worldwide chemical petroleum trading and information systems company owned jointly by McGraw-Hill and I.P. Sharp Associates Ltd.), American Industrial Report Ltd. (publishing company jointly owned by McGraw-Hill and China Consultants International Ltd.), Nikei McGraw-Hill (publishing company jointly owned by McGraw-Hill and the Nihon Keizai Shimbun Inc. of Tokyo).

Magazines

American Machinist, *Architectural Record*, *Aviation Week & Space Technology*, *Business Week*, *Business Week International*, *BYTE*, *Chemical Engineering*, *Chemical Week*, *Coal Age*, *Computer/Systems Equipment Design*, *Corporate Scoreboard*, *Communications/Systems Equipment Design*, *Data Communications*, *Electrical Construction & Maintenance*, *Electrical Wholesaling*, *Electrical World*, *Electronics Weekly*, *Engineering & Mining Journal*, *Engineering News-Record*, *Fleet Owner/Big Fleet Edition*, *Fleet Owner/Small Fleet Edition*, *Graduating Engineer*, *Industrial Electronics Equipment Design*, *International Management*, *Military/Space Electronics Design*, *Modern Plastics*, *Modern Plastics International*, *NC Shop Owner*, *Physician and Sports Medicine*, *Popular Computing*, *Postgraduate Medicine*, *Power*, *Textile Products & Processes*, *Textile World*, *33 Metal Producing*.

Newsletters

Biotechnology Newswatch, Coal Statistics International, Coal Week, Coal Week International, Electrical Marketing, Electrical Utility Week, E&MJ Mining Activity Digest, Green Markets, Inside Energy/with Federal Lands, Inside F.E.R.C., Inside N.R.C., International Construction Week, International Petrochemical Report, Keystone News-Bulletin, Long Term Care Management, Medical Utilization Review, Medicine and Health, Metals Week, Metalworking Sales Leads/MSL, Nuclear Fuel, Nucleonics Week, Platt's Energy Litigation Report, Platt's Oilgram News, Platt's Oilgram Price, Platt's Oil Export/Import Report, Platt's Oil Marketing Bulletin, Platt's Oil Policy Letter, Securities Week, SynFuels, Washington Health Record, Washington Report on Health Legislation and Regulation.

Newswires and Services

Chemical Week Newswire Service, EMIS (Electronic Markets and Information Systems), Fuel Price Analysis, Green Markets Newswire, McGraw-Hill World News, McGraw-Hill's Solventwire, Metals Week Insider Report, Platt's Bunkerwire, Platt's Crude Oil Marketwire, Platt's L.P. Gaswire, Platt's Oilgram Marketscan, Platt's Oilgram News/Wire, Platt's Petrochemical Scan, Platt's Polmerscan World News (Internal Service only).

OTHER PROPERTIES

McGraw-Hill Book Co.

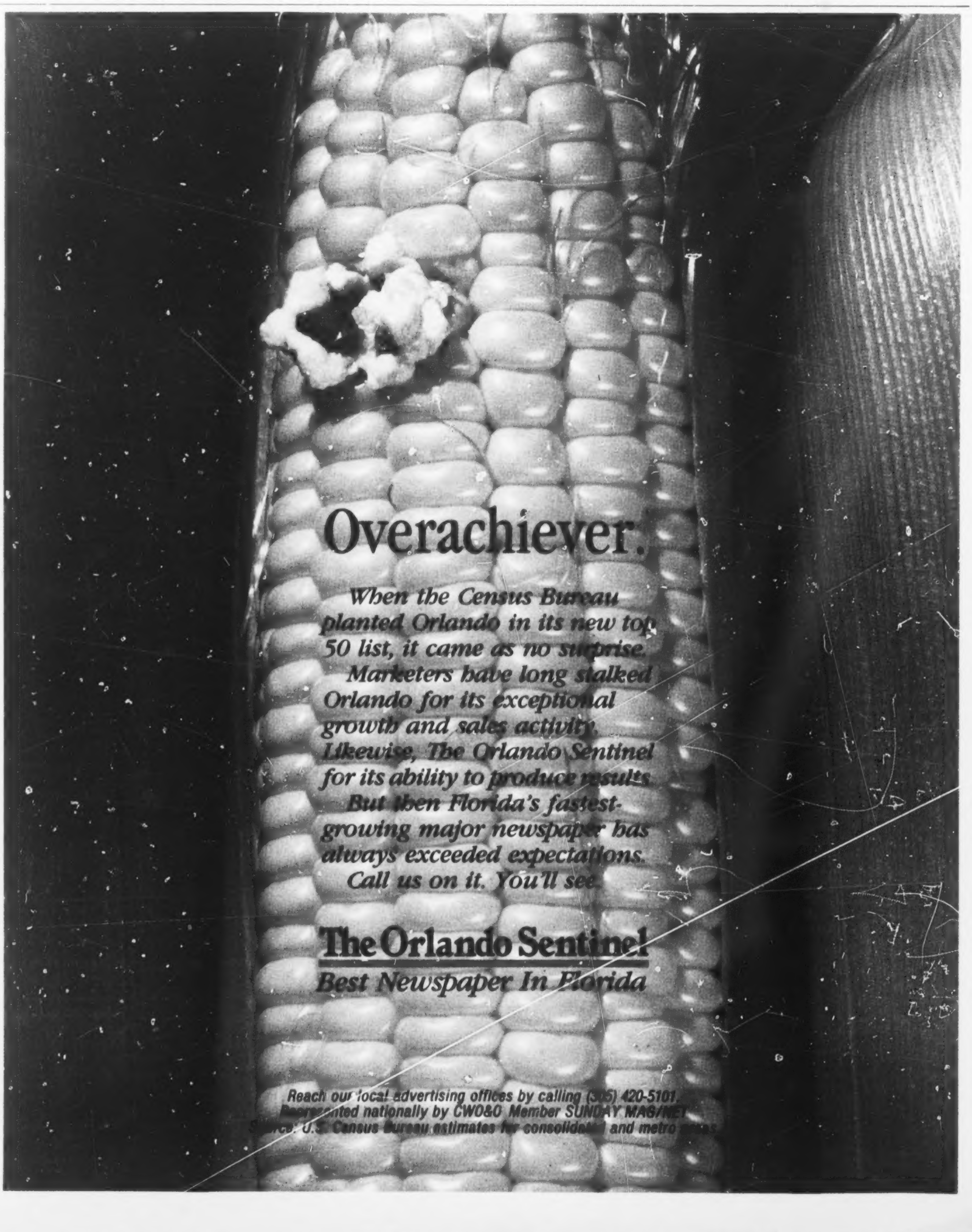
Media General

Revenues	1983	1982
Media......	$314,700,000	$248,100,000
Other.......	193,000,000	181,300,000
Total.....	$507,700,000	$429,400,000

Media General, Richmond, Va., the 32nd largest media company in the U.S., had media revenues estimated by ADVERTISING AGE at $314.7 million in 1983, or 62% of $507.7 million in total revenues.

Media revenues in 1983 were up 28.6% over the previous year, when media accounted for 57.8% of total revenues.

Newspapers contributed $208.8 mil-



Overachiever.

When the Census Bureau planted Orlando in its new top 50 list, it came as no surprise.

Marketers have long stalked Orlando for its exceptional growth and sales activity. Likewise, The Orlando Sentinel for its ability to produce results.

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Call us on it. You'll see.

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Reach our local advertising offices by calling (305) 420-5101.
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Source: U.S. Census Bureau estimates for consolidated and metro areas

lion in revenues, and broadcast contributed $105.9 million. With the increase in 1983 sales, net income climbed 10.4%, to $35.9 million.

In 1983, the daily papers averaged an increase of 6% in ad linage, posting 182 million lines, up from 171.2 million lines in 1982. However, circulation inched up only 1% to 2%. "It was relatively flat because of the saturated markets we are in," vp David L. Jordan says.

Revenues from the company's 33 Southern California weekly newspapers "made gains in 1983," Mr. Jordan says. In aggregate, he says, the two groups of weekly community newspapers—Highlander Publications and Golden West Publishing—reach more than 600,000 households.

"While the recent recession had a negative impact on the nondailies' market, especially in real estate and construction, there was a rapid recovery in 1983," Mr. Jordan stresses.

Over-all, he says, the strong gain in newspaper revenues primarily was due to a strong economy. However, the strong showing made by the broadcast divisions was not only due to the strong economy, but to the better-than-ever showing by Media General Broadcast Services, formerly William B. Tanner Co., Memphis, Mr. Jordan explains.

For the purpose of this analysis, Ad Age figures do not include ad placement revenues from Media General Broadcast Services, the media buying arm of the company.

The division faced considerable problems in August, 1983, when the William B. Tanner subsidiary—purchased in mid-1982 for about $39 million, plus $32.5 million contingent on future profits—became the target of a federal investigation into possible tax fraud and bribery charges.

The name change was an effort to counteract the negative publicity arising from the federal investigation of the company, which buys and sells tv and radio time as its basic business.

In March, Media General Corp. filed lawsuits seeking more than $230 million in damages against William B. Tanner and some of his associates, charging them with fraud and other wrongdoing in the sale of Mr. Tanner's former company to Media General.

Mr. Tanner denounced charges filed against him as "outright lies" inspired by Media General's inability to run his former company profitably after dispensing with his services last August.

In January of this year, a federal grand jury started investigating allegations in an FBI affidavit that Mr. Tanner illegally concealed millions of dollars in advertising revenues, and that he handed out kickbacks and payoffs to obtain advertising accounts.

The Media General subsidiary currently is operating "with a completely new management, headed by James A. Linen IV, a senior vp at Media General, and there have been some major changes to bring this subsidiary into conformity with our over-all standards and operating policies," Mr. Jordan says. Mr. Linen serves as chairman-ceo, Media General Broadcast Services, while L. Donald Robinson is president.

Discussing the changes at the company he now heads, Mr. Linen says the Media General subsidiary has not been unduly hurt by publicity that surrounded Tanner Co.

Mr. Linen says the name change was one effective way to assure both current and future clients that the company was on solid ground.

In addition to Media General Broadcast Services, Media General's broadcast division includes three tv stations, a cable system in Fredericksburg, Va., and a new major cable system being constructed in Fairfax County, Va.

In tv—with NBC affiliates in Jacksonville and Tampa, Fla., and an ABC affiliate in Charleston, S.C.—the company intends to continue its program calling for significant capital outlays aimed at modernizing each station, a company spokesman says. For example, the company's WXFL-TV in Tampa has been equipped with the technological tools to produce high quality commercials with a minimum of expense and time, and it is expected to become the center for such work on Florida's West Coast, company officials say.

In the cable field, the company's system in and around Fredericksburg, Va., has 10,000 subscribers—or about 60% of all available households.

The cable system serving Fairfax County also continues to grow. About 60% of households passed subscribe to the system, one of the more technologically advanced systems with 126 channels fully addressable at the studio, interactive capabilities including pay-per-view programing and home security services.

Cliggott Publishing Co., Greenwich, Conn., leading publisher of medical journals, has had a fourfold increase in revenues since it was acquired seven years ago. Its principal publication is *Consultant*, a monthly journal that is distributed to 121,000 physicians. In addition, the company publishes the *Journal of Respiratory Diseases*, distributed to 74,000 doctors, and *Psychosomatics*, distributed to 35,000 psychiatrists.

A new publication introduced in the fall of 1983 is the *Journal of Musculoskeletal Medicine* and is distributed monthly to 80,000 physicians. The Cliggott group also includes Marketplace Publications, which distributes five direct response publications in booklet format to about 800,000 physicians, dentists, corporate presidents, attorneys and accountants. Advertised products are directed to the life style of those professionals.

Another auxiliary holding is Media General Financial Services, with several publications relating to stock market data and an extensive database covering 4,100 public companies.

The database is available to customers in a variety of ways, including through the sale of computer tapes, contracting for special analyses or time sharing. Some of the data are available through the Dow Jones News Retrieval Service.

Data also are provided to a number of trade publications and to newspapers through a joint venture with the Associated Press, reaching 16 million subscribers.

"With the explosive growth in personal and home computers, it is anticipated that there will be a growing demand for our database and related services," the company says.

MEDIA PROPERTIES

Broadcasting

TV: WCBD, Charleston, S.C.; WJKS, Jacksonville, Fla., and WXFL, Tampa.

Cable/video

Tribune Cable Network, serving Hillsborough County and Pinellas County in Florida. NewSScan, serving Winston-Salem, N.C. Media General Cable, Fredericksburg, Va., serving Fredericksburg and Spotsylvania and Stafford counties. Media General Cable of Fairfax, Fairfax, Va., serving Fairfax County.

Magazines

Cliggott Publishing Co.: *Consultant, Journal of Respiratory Diseases, Psychosomatics, Journal of Musculoskeletal Medicine.*

Newspapers (dailies)

FLORIDA: *Tampa Tribune.* NORTH CAROLINA: *Winston-Salem Journal, Winston-Salem Sentinel.* VIRGINIA: *Richmond News-Leader, Richmond Times-Dispatch.*

Newspapers (nondailies)

CALIFORNIA: Highlander Publications, publishing 25 weeklies in the Orange County-Los Angeles area. Golden West Publishing, Mission Viejo, publishing eight papers in the area between Los Angeles and San Diego.

OTHER OPERATIONS

Beacon Press (commercial printing), Garden State Paper Co., (newsprint manufacturer), Media General Financial Services (financial data dissemination), Onduline-USA (building materials), Media General Broadcast Services (tv-radio services in five areas: Media placement, special products, broadcast services, tv sports network, travel operations). Technical Information Distribution Service, an electronic database publishing company.

Meredith Corp.

Revenues	1983	1982
Media	$288,900,000	$275,400,000*
Other	158,800,000	173,700,000
Total	$447,700,000	$449,100,000

*Restated

Meredith Corp., Des Moines, is the 34th largest media company with media revenues of $288.9 million, or 64.5% of total revenues of $447.7 million for fiscal 1983, ended June 30. The company had record net earnings of $33.3 million, which included a gain of $3.8 million from the sale of radio properties.

Meredith media revenues, which increased 4.9% over 1982, come from magazines, newspapers, tv, radio and cable.

Company revenues, which were down 0.3% from 1982, appear to be on the rebound, however. Nine months into the 1984 fiscal year, Meredith had net earnings of $29.8 million on accumulated revenues of $333.9 million. This compares with net earnings of $22.5 million from revenues of $339.3 million for the comparable period in fiscal 1983. The latter figure included a $41 million contribution not found in 1984 from the Des Moines printing operation.

The printing operation was transferred in February, 1983, to Meredith/Burda Co. Ltd. Partnership. Meredith retains a 50% equity interest in the Meredith/Burda affiliate.

Meredith in 1983 had magazine revenues of $188.8 million, up from $187.6 million; broadcast revenues of $88.5 million, up from $78 million; $2.7 million from cable, up from $900,000, and $9 million from newspapers, the same as in 1982. A book division, not considered media in Ad Age's media terminology, contributed $77.8 million, up from $77.1 million in 1982.

During fiscal 1983, Better Homes and Gardens maintained its circulation of 8 million for the eighth consecutive year and its position among the five largest circulated magazines in the country. Cost reductions resulted in a larger profit contribution for the magazine, despite a decline in ad pages and lower ad revenues. Total advertising revenues for its May, 1984, issue reached $12.8 million, making the issue the most lucrative in the magazine's history.

Metropolitan Home achieved record revenues during fiscal 1983 despite about the same circulation level (730,000) and a decline in ad pages of 9%, to 733.

Successful Farming reported the second highest revenues in its history—despite the worst agricultural economy since the Depression. The magazine, with a circulation of 680,000, had fewer ad pages but a larger share of the ad market.

Forty-one editions of 20 titles were published by the *Better Homes and Gardens* Special Interest Publications during 1983. While the SIPs included fewer ad pages over-all, newsstand copy sales picked up during the last half of the year, particularly in home building and remodeling titles.

Over-all magazine ad pages during the first nine months of fiscal 1984 have exceeded the level of the like period the year earlier. A new magazine, *Better Homes and Gardens WOOD*, will begin publication Aug. 21. *WOOD* is designed both for the novice and the expert woodworker and will feature detailed home woodworking and do-it-yourself project plans as well as articles on woodworking tools and the origins and properties of woods.

Country Home now is being offered on a subscription basis. Previously, the magazine was offered only through newsstand sales. *Country Home*, which has a circulation of 600,000, will continue to be published six times a year.

KPHO-TV, Phoenix, WNEM-TV, Bay City-Saginaw-Flint, Mich., and WPGH-TV, Pittsburgh, Pa. generated significant revenue gains for Meredith's broadcasting group during fiscal 1983. KPHO maintained its position as the leading major market independent station in the nation. WNEM earned the highest revenues and profits in its history. WPGH has shown a steady improvement in market share since its acquisition.

The company acquired two tv stations during the fourth quarter of fiscal 1983: KSEE, an NBC affiliate in Fresno, Cal., was purchased for $17.6 million from San Joaquin Communications Corp., and Meredith bought the remaining interest (60% for $16 million) it did not already own in Omega Communications of Orlando, Fla., which owns WOFL, an independent uhf station serving Orlando-Daytona Beach.

In June, 1983, the company sold its Kansas City radio properties, KCMO (am) and KCEZ (fm) for $7.5 million to Fairbanks Broadcasting Co. of Kansas City Inc., Indianapolis. It has continued to sell radio properties in fiscal 1984, divesting itself of Omaha stations, WOW (am) for $2.1 million to Omaha Great Empire Broadcasting and KEZO (fm) for $3.35 million to Albimar Communications of Boston.

Meredith through Star CATV Investment Corp., Waxahachie, Tex., moved into southern Arkansas during May, 1983, by acquiring several systems from Omni Cable TV Corp. The cable company's major activity is in Texas and Louisiana. By January, 1984, Star had 26,722 subscribers and 66,206 homes passed.

Meredith's book publishing division, with revenues of only 0.9% higher in 1983 than 1982 and operating profit of $6.6 million, down 16.8% from 1982, added 18 new titles during the year, bringing to 85 the number of *Better Homes and Gardens* books. About 22 new titles are being published in fiscal 1984.

MEDIA PROPERTIES

Broadcasting

TV: KPHO, Phoenix; KSEE, Fresno, Cal.; WOFL, Orlando, Fla.; WNEM, Bay City, Mich.; KCTV, Kansas City, Mo.; WTVH, Syracuse, N.Y.; WPGH, Pittsburgh.

RADIO: WGST (am) and WPCH (fm), Atlanta.

Cable/video

Star CATV Investment Corp. (81% owned by Meredith), Waxahachie, Tex., operates 112 systems in Texas, Louisiana and Arkansas. Planned Cable Systems Corp., Fort Lauderdale, Fla., (50% owned by Meredith) offers subscription cable tv services in planned unit developments.

Magazines

Better Homes and Gardens, Country Home, Metropolitan Home, Sail, Successful Farming. Better Homes and Gardens Special Interest Publications. Better Homes and Gardens Family Shopping Service. *Australian Better Homes and Gardens, Better Homes and Gardens WOOD* (premiere issue date August, 1984).

Newspapers

CALIFORNIA: Community newspapers serving the Los Angeles area—*City News, City Press, Griffith Park News, Hollywood Independent, Los Feliz Hills News, Northwest Leader, Parkside Journal, West Hollywood Sun Living, Westlake Post, Wilshire Independent, Wilshire Press.* Community newspapers serving the San Jose area—*Campbell Press, Cupertino Courier, East San Jose Sun, Los Altos Town Crier, Los Gatos Times Observer, Milpitas Post, Mountain View Sun, Santa Clara Sun, Saratoga News, Sunnyvale Scribe.*

OTHER OPERATIONS

Wholly owned subsidiaries—Meredith International Ltd.; Meredith Relocation Corp.; Meredith Mortgage Corp. (subsidiary of Meredith Relocation Corp.); Meredith Video Publishing Corp.; MerPrint Co.; Sail Publications. Investments in other operations—Meredith/Burda Co. Ltd. Partnership (50% owned by MerPrint). Meredith has 50% interest in Meredith/Burda Corp. which has a 100% interest in European-American Ink Sales Corp. and a 40% interest in Seigwerk Inc.; Planned Cable Systems Corp., 50% owned by Meredith, owns 100% of P.C. Security Systems; Separations Inc. owned 50% by Meredith.

Metromedia Inc.

Revenues	1983	1982
Media	$383,588,000	$326,800,000
Other	149,171,000	80,274,000
Total	$532,759,000	$407,074,000

Metromedia Inc., Secaucus, N.J., is the country's 24th largest media company with revenues of $383.6 million in 1983, up 17.4% from 1982. Media revenues were 72% of total revenues of $532.7 million for the company, whose top management took it private in mid-June in a leveraged buyout.

Metromedia gleans its media revenues from broadcasting and outdoor. For the year, broadcasting revenues accounted for $371.6 million, up 14.6% from 1982; outdoor came to $12 million, up from $2.6 million in 1982.

Broadcasting operating income came to $109.3 million, up 0.3%, and outdoor was $6.8 million, up 194% from the previous year.

Total corporate revenues, which increased 31%, as income from operations (before corporate expenses of $17.3 million were extracted) totaled $126.6 million, up 17.7% from the previous year. Metromedia's other prime contributors to revenues during the year were entertainment and telecommunications.

Entertainment amounted to $81.5 million (up 3.6%) with income from operations of only $1.3 million (up from a loss of $4.4 million in 1982); Metromedia's rapidly developing telecommunications division had revenues of $67.3 million, up from only $1.9 million, and income from operations of $9.2 million, up from $413,000 in 1982.

In broadcasting, sales from the company's seven owned tv stations increased 20.4% from 1982. However, the company says sales from its seven am and six fm radio stations declined.

After aggressively building its tv station holdings over the past several years (the most costly of which was WCVB-TV, Boston, for $220 million), industry observers have speculated that Metromedia later this year may decide to sell one of its more lucrative tv outlets, a probable candidate being WCVB. Metromedia's seven owned tv stations cover about 25% of the country's available tv audience.

Metromedia, in keeping with the FCC's crossownership rules, sold WMET (fm) Chicago to Doubleday Broadcasting Inc. for $9.5 million, while purchasing WFLD-TV Chicago for $136 million in May, 1983. Seven months later the company purchased KNBN-TV, a uhf station in Dallas, for $14.9 million. WTCN-TV, Minneapolis, and WXIX-TV, Cincinnati, were sold in exchange transactions in 1983 to comply with FCC regulations limiting the number of tv outlets a company can own.

However, it is likely that WCVB would be sold under such circumstances to a limited partnership that would maintain it as a Metromedia outlet. During the past year, Metromedia has conditionally sold a number of its real estate properties (with future options to buy them back) to raise funds for its rapid cellular radio activities.

Growth in the telecommunications division reflects the company's aggressive acquisition of cellular radio licenses in major markets such as Chicago, New York, Boston, Philadelphia and Los Angeles. Metromedia has spent close to $1 million applying for each of about 50 cellular radio licenses and is expected to spend about the same amount to construct each system awarded.

Cellular radio is expected to become Metromedia's primary focus now that the company has gone private through a $1 billion leveraged buyout, approved by stockholders June 19.

There has been heavy speculation that the company would spin off its cellular radio operation in a public offering once it becomes an established money maker.

Metromedia is expected to try to sell about $300 million in assets to supply final funding for the record buyout.

John W. Kluge, 60, Metromedia chairman-president-ceo, and three members of his executive branch—Robert M. Bennett, senior vp Metromedia and president Metromedia Broadcasting; Stuart Subotnick, senior vp-finance and administration, and George H. Duncan, senior vp-telecommunications—will put up $12 million in cash and finance the remainder of the transaction with loans from an insurance company, a venture capital company and various banks.

Under terms of the buyout, Mr. Kluge (who currently controls 26% of the common stock) will own 75.5% of Metromedia. The three senior executives will own 2% each, Boston Ventures Ltd. will own 3% and Prudential Life Insurance Co. will own 15.5%. However, all voting stock will be divided among Metromedia's four officers, with Mr. Kluge claiming a majority of 92.6%.

After 25 years at the helm of the company, Mr. Kluge says he believes that Metromedia will be worth more as a private company, which he will manage to maximize the company's cash flow. He has had to maximize Metromedia's earnings as a public company and then suffer the wrath of market analysts. Although Metromedia has been able to generate sufficient cash flow to underwrite its phenomenal growth during the past several years in the tv properties and program production areas (in addition to cellular radio), the company has had problems posting the earnings growth that impresses Wall Street analysts.

These analysts speculate that once Mr. Kluge leaves the company, Metromedia could become the target of acquisition by a larger concern or might even revert to being a public company.

Metromedia officials contend that the leveraged buyout will not interfere with the company's continued leadership role in broadcast ventures. The company continues to engage in coproduction with a variety of other major companies—such as Turner Broadcasting Systems, MGM/UA and TelePictures—and is increasing its own singular programing efforts.

This fall, Metromedia and TelePictures will launch the syndicated soap opera "Rituals," a five-day-a-week, year-round venture. Metromedia also has lined up Jerry Lewis to host a new late-night talk show that could begin as early as next season.

During the past year, Metromedia Producers Corp. has been a partner in the struggling "Thicke of the Night" late-night variety talk show, the newsfeature magazine "BreakAway" and the first-run syndication continuation of such former network series as "Fame" and "Too Close for Comfort." It also recently launched the ambitious two-hour live variety series "On Stage America," which costs about $800,000 an hour to produce.

Metromedia also has spent a considerable amount (an estimated $10 million at its Houston tv station alone) beefing up its local news operations with an eye toward reviving its hopes for a national news service.

MEDIA PROPERTIES

Broadcasting

TELEVISION: KRIV, Houston; KTTV, Los Angeles; WCVB, Boston; WNEW, New York; WFLD, Chicago; WXIX, Cincinnati; WTTG, Washington.

RADIO: KLAC (am) and KMET (fm), Los Angeles; KHOW (am), Denver; WWBA (fm), Tampa/St. Petersburg, Fla.; WCBM (am), Baltimore; WNEW (am, fm), New York; WOMC (fm), Detroit; WIP (am) and WMMR (fm), Philadelphia; KRLD (am), Dallas/Ft. Worth; KJR (am), Seattle; WASH (fm), Washington.

OUTDOOR

Foster & Kleiser (45,000 boards in 19 markets).

OTHER OPERATIONS

Metromedia Telecommunications, Metromedia Producers Corp., MetroTape, Harlem Globetrotters, Ice Capades, Ice Capades Chalets.

Morris Communications Corp.

Revenues	1983	1982
Media	$196,360,000	$117,600,000
Other	2,640,000	2,400,000
Total	$199,000,000	$120,000,000

Morris Communications Corp., Augusta, Ga., is the country's 50th largest media company, with 1983 media revenues estimated by Advertising Age at $196.4 million, representing a 67% increase over 1982 media revenues.

Total revenues of the privately held company are estimated at $199 million, up 66% from 1982's estimate.

Nearly all of Morris' revenues are generated by its weekly and daily newspapers scattered throughout Georgia, Florida and Texas—and nearly all of the company's 67% increase in media revenues during 1983 stems from its newest and largest property, Florida Publishing Co., purchased from CSX Corp. in late 1982.

Sources say Morris paid $211 million for CSX's one weekly and three daily newspapers, outbidding several other publishers by more than $40 million.

The Florida group, the sources report, added about $67 million to Morris coffers last year, $7 million in circulation revenues and $60 million from advertising. Those figures, on the strength of 1983's economic recovery, were up about 12% from the previous year.

In the deal with CSX, Morris acquired Jacksonville's only daily newspapers, the morning *Florida Times-Union* and the evening *Jacksonville Journal*, and their combined daily circulation of 205,707. Also included in the package were the daily *St. Augustine Record* (11,498 circulation) and the weekly *Crescent City Courier-Journal* (2,150).

Despite entailing few cosmetic changes, Morris' ownership has had a dramatic effect on the Jacksonville newspapers. In addition to boosting their advertising-to-editorial ratio, Morris' purchase has resulted in substantial personnel changes at the *Journal* and *Times-Union*.

As it has in previous newspaper takeovers, the company cleaned out top management, bringing in executives from its other newspapers; a number of additional staffers left on their own.

Morris combined what was left of the previously separate *Journal* and *Times-Union* editorial staffs and installed James Whyte, formerly of the company's Amarillo, Tex., dailies, as general manager.

Former *Times-Union* and *Journal* staffers term the Morris takeover "a very disappointing turn of events," citing "holding down expenses" as the company's apparent chief strategy.

In comparison, they describe the management style of former owner CSX, a railroad operator based in Richmond, Va., as "very hands-off."

The resentment expressed by the newspapers' editorial staff apparently has not spread to subscribers. Says one Jacksonville advertising executive, "The biggest conflict they've generated among the public is the comic strips they've chosen—except when they moved the weather to page two."

Although the *Times-Union's* daily circulation, most recently placed at 162,831, is more than double that of any other Morris paper, the market it serves is very similar to the parent company's other areas of operation. As in Jacksonville, the company has a newspaper monopoly in the Georgia markets of Savannah, Athens and Augusta, and in Amarillo and Lubbock, Tex. It publishes a morning and an evening newspaper in each city.

With a combined daily circulation of 79,042 for the *Chronicle* and *Herald*, Augusta, where Morris is based, is the company's second-largest market. It also publishes the *Savannah News* and *Press* (77,505 combined daily circulation); the *Amarillo News* and *Globe-Times* (75,720); the *Lubbock Avalanche-Journal* and *Lubbock Evening Journal* (75,099); the *Athens Ban-*

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ner-Herald and *News* (23,099), and the *Juneau Empire* (7,400) in Juneau, Alaska. The circulation for the 14 daily papers is nearly 555,000. Circulation figures for all Morris newspapers have been very stable; the company reports no significant gains or losses in any market.

Morris publishes three weekly newspapers in Georgia, one in Florida and one in South Carolina with total circulation of 18,555.

Early in 1984, Morris sold the Tampa *Neighbor*, a free distribution weekly, to Harte-Hanks.

The company's lone magazine is *Quarter Horse News*, published every other month, with 5,000 subscribers, based in Fort Worth, Tex. Morris also operates four job printing operations, each located in one of its newspaper markets.

MEDIA PROPERTIES

Magazines

Quarter Horse News.

Newspapers (dailies)

ALASKA: *Juneau Empire.* FLORIDA: *Florida Times-Union, Jacksonville Journal, St. Augustine Record.* GEORGIA: *Athens Banner Herald, Athens Daily News, Augusta Chronicle, Augusta Herald, Savannah Evening Press, Savannah Morning News.* TEXAS: *Amarillo Daily News, Amarillo Globe-Times, Lubbock Avalanche-Journal, Lubbock Evening Journal.*

Newspapers (nondailies)

FLORIDA: *Courier-Journal* (Crescent City). GEORGIA: *Elberton Star-Elbert Beacon, Hartwell Sun, Royston News-Leader.* SOUTH CAROLINA: *Hilton Head News.*

OTHER OPERATIONS

Hartwell Publications, Southeastern Publications, Southwestern Publications, St. Johns Publishing Co. (job printing operations).

Multimedia Inc.

Revenues	1983	1982
Media	$269,700,000	$225,500,000
Other	—	—
Total	$269,700,000	$225,500,000

Multimedia Inc., Greenville, S.C., is the country's 36th largest media company, with revenues of $269.7 million in 1983, all from media operations. This was an increase of nearly 19.6% from 1982.

Broadcasting accounted for 47% of Multimedia's 1983 revenues, down from 49% the year earlier; newspapers generated a 34% share of revenues, down from 36%. Cable provided about 20% of revenues, up from 15%.

Net earnings climbed from $28.9 million in 1982 to $35.2 million in 1983.

The strong financial position of Multimedia made it an attractive topic of takeover conversation in 1983. It has "good cash flow, low debt and it's underpriced," says analyst Sharon Armbrust, whose cable consulting company, Paul Kagan & Associates of Carmel, Cal., has reported Multimedia "a rumored candidate for a leveraged buyout."

Multimedia, however, strongly resists any suggestion that the company is in line for takeover. "That will never happen," says Hollyce Huff, director of corporate and financial communications. "We have a lot of old-line and family holdings [among the stockholder base]."

Meanwhile, at least one major securities company says Multimedia's strong performance should continue. Standard & Poor's says its "long-term earnings prospects are favorable," and "revenues of all major operating divisions are expected to advance strongly in 1984, aided by growth in broadcasting and newspaper advertising."

Standard & Poor's attributes its highly favorable prediction to the boost the company's advertising revenues should get from the economic recovery, the Olympics, the elections and more cable subscribers. The only problem it sees is higher programing costs.

On April 3, Multimedia stepped into the pay cable arena when Sports Time began operations. Multimedia is a minority owner of the network with brewing giant Anheuser-Busch and Tele-Communications Inc.

The sports programing station, based in Wichita, Kan., operates about 80 hours a week and is available to 1,600 cable companies, or about 1.2 million subscribers, in 15 states, according to Jerry Lovelace, manager of communications, Sports Time.

Sharing a satellite with the Financial News Network, Sports Time operates after 6 p.m. Mr. Lovelace says some 30,000 paid subscriptions were expected by the end of the first month. That would be 5% to 10% above initial projections.

Sports Time officials say they expect their subscriber base to be about 150,000 after the first year, and they will hit a break-even point after three years.

Competing for the sports fan of middle America, Sports Time differs from its 24-hour rival Entertainment & Sports Programming Network in that it will not be a national network and it will operate for a limited time daily.

Sports Time stresses three things: "Regional coverage, live programing [one live broadcast a day, at least] and exclusivity," Mr. Lovelace says.

Elsewhere in the communications conglomerate another change is in the offing. The company's production arm, Multimedia Entertainment Co., which controls the successful "Donahue" show, is preparing to move the property from Chicago to New York. According to Ms. Huff, the show, hosted by Phil Donahue, will begin broadcasting from New York in January and will undergo some format changes.

Meanwhile, Multimedia is awaiting the results of an appeal of the $5.9 million judgment against "Donahue" as the result of a parental child-custody case. A federal court jury in Denver awarded the money a year ago. Multimedia has appealed and is optimistic about having the ruling reversed.

In its broadcasting division, the company is putting considerable effort into the operation of its KSDK tv station in St. Louis, Multimedia's largest market. The acquisition took place more than a year ago in a trade with Pulitzer Publishing Co. for tv stations in Greenville, S.C., and Winston-Salem, N.C., plus about $8.8 million in notes. Terming the acquisition a good one, Ms. Huff says: "We made money."

Multimedia also made money in its newspaper division, which controls 13 daily newspapers—the only daily and Sunday papers in those markets—and publishes 31 nondailies, including the monthly *Music City News*, weeklies and shoppers.

Ms. Huff says the newspaper operations continued to grow faster than those of other newspaper companies. Multimedia has been shifting many of its afternoon papers to morning publication, and the papers involved "so far are breaking even."

Over-all newspaper revenues and circulation are both up 10%, and profit is up 21%.

In its cable tv division, the company had predicted 223,000 subscribers by the end of 1983, its fourth year in the industry. By last May, its subscriber rolls had climbed to 254,000.

Like other cable operators, Multi-Cablevision Inc. has been trying to consolidate its holdings and find strong acquisitions as the areas for new franchises dry up. Donald Sbarra, a Multi-Cablevision official, says his company is looking at three or four possible acquisitions.

Meanwhile, he says, "We're trying to cluster where we can." That cluster concept led to the swap early last year in which Multimedia picked up four cable tv systems in Oklahoma, with about 30,000 subscribers, for three systems in North Carolina, with about 9,000 subscribers, and $22.5 million in cash.

Behind the clustering drive, Mr. Sbarra says, are "economies of scale, marketing and a concentration of advertising." The company is awaiting the outcome of its Wichita, Kan., lawsuit against retailers that sell satellite receiving dishes, the chief method by which consumers can bypass cable systems. The ground station receivers can intercept, without cost, both traditional and pay tv signals from satellites.

Last year, the company agreed to sell two of its radio stations, WAKY (am) and WVEZ (fm) in Louisville, Ky., for $3.6 million, and radio stations KAAY (am) and KLPO (fm), Little Rock, Ark. In addition, the company still is awaiting FCC word on its application

The media leaders: Magazine revenues (1983)

	Magazine revenues Est. ($000,000) 1983	1982	'83 media revenues	Magazine % of '83 media revs.	Top magazine by ad revs.	1983 ad revs. of top magazine (Source: PIB)
Time Inc.	1,131.0	941.0	2,248.5	50.3	Time	$298.6
Triangle Publications	517.3	492.1	579.3	89.3	TV Guide	269.4
Advance Publications	406.0	355.2	1,740.2	23.3	Parade	168.6
Hearst Corp.	401.0	368.5	1,116.0	35.9	Good Housekeeping	127.2
McGraw-Hill	381.2	344.6	888.7	42.9	Business Week	156.5
Dun & Bradstreet Corp.	332.5	302.6	635.8	53.0	Datamation	15.0
Thomson Holdings, Int'l	327.0	208.3	608.6	53.7	Medical Economics	16.5
Ziff-Davis Publishing	322.1	300.0	322.1	100.0	Car & Driver	22.9
Washington Post Co.	302.0	279.2	861.6	35.1	Newsweek	218.7
CBS Inc.	293.5	269.4	2,682.9	10.9	Family Weekly	102.5
National Geographic	202.0	181.1	202.0	100.0	National Geographic	27.4
Reader's Digest Assn.	190.5	192.3	202.5	93.8	Reader's Digest	101.7
Meredith Corp.	188.8	187.6	288.9	65.4	Better Homes & Gardens	109.0
American Broadcasting Co.	187.5	170.4	2,815.2	6.7	Los Angeles	11.6
New York Times Co.	186.4	169.4	1,073.0	17.4	Family Circle	118.8
Cahners Publishing Co.	160.0	140.0	160.0	100.0	Restaurants & Institutions	20.5*
Capital Cities	156.0	124.0	762.3	20.5	W Magazine	13.9
Penthouse International	153.0	165.0	153.0	100.0	Penthouse	25.8
Playboy Enterprises	150.2	165.3	158.5	94.8	Playboy	60.6
Petersen Publishing Co.	131.0	117.5	131.0	100.0	Motor Trend	15.3*
Times Mirror Co.	130.4	123.3	1,667.3	7.8	Popular Science	22.3
U.S. News & World Report	130.0	122.0	133.0	97.7	U.S. News & World Report	93.9
McCall Publishing Co.	121.6	110.0	121.6	100.0	McCall's	64.4
Southern Progress	110.0	100.0	110.0	100.0	Southern Living	46.9
Pittway Corp.	98.0	98.0	98.0	100.0	Machine Design	18.5*
Forbes	89.7	72.1	89.7	100.0	Forbes	84.5
Knapp Communications	88.5	79.7	88.5	100.0	Architectural Digest	24.6
Harcourt Brace Jovanovich	85.3	84.7	101.2	84.0	Physician's Management	4.9
IDG	85.0	49.0	85.0	100.0	InfoWorld	10.1†
Maclean Hunter	40.0	30.0	115.0	34.8	Progressive Grocer	8.3*
News America Publishing	36.0	30.0	323.0	11.2	New York	32.0
Warner Communications	32.0	30.0	251.0	12.7	DC Comics/MAD	32.0
American Express Co.	30.7	25.0	245.7	12.5	Travel & Leisure	20.8
Dow Jones & Co.	27.6	23.0	816.7	3.4	Barron's	25.6*
LIN Broadcasting Corp.	11.0	10.0	102.0	10.8	Guest Informant/ Leisureguides	11.0*
Times Publishing Co.	10.0	8.0	134.0	7.5	Florida Trend	2.5*

Note: Companies with magazine revenues below $10 million were not included in this chart.

Source: Advertising Age

*AA estimate †Estimated by AdScope, Goldendale, Wash.

to operate cellular radio services in Charlotte, Nashville and Greensboro.

MEDIA PROPERTIES

Broadcasting

TV: KSDK, St. Louis; WLWT, Cincinnati; WZTV, Nashville, Tenn.; WBIR, Knoxville, Tenn.; WMAZ, Macon, Ga.

RADIO: KAAY (am) and KLPQ (fm), Little Rock, Ark.; WMAZ (am, fm), Macon, Ga; KEEL (am) and KMBQ (fm), Shreveport, La.; WAKY (am) and WVEZ (fm), Louisville, Ky.; WWNC (am), Asheville, N.C.; WFBC (am, fm), Greenville/Spartanburg, S.C.; WEZW (fm), Milwaukee.

Cable/video

ILLINOIS: Alsip/Worth, Batavia, Chicago Ridge, Evergreen Park, Harvey, Hometown, Lisle, Markham, Oak Forest, Oak Lawn, Phoenix, Kane County, Four Lakes, South Holland and Villa Park, both under construction. KANSAS: Bel Aire, Colonial Mobile Home Park, Crestview/Shadybrook, East Borough, Herington, Kechi, Lyons, McConnell Air Force Base, McPherson, Medicine Lodge, Oaklawn, Park City, Rolling Hills, Sedgwick County, Springdale/Timberlakes, Wichita. NORTH CAROLINA: Ayden, Battleboro, Beaufort County, Bethel, Bridgeton, Clinton, Chocowinity, Craven County, Edgecombe County, Enfield, Greenville, Kinston, La Grange, Lenoir County, Martin County, Nash County, Nashville, New Bern, Parmele/Bethel, Pitt, River Bend, Robertsonville, Rocky Mount, Sampson County, Scottland Neck, Sharpsburg, Tarboro, Trent Woods, Vanceboro, Walnut Creek, Washington, Wayne County, Winterville, Wingate. OKLAHOMA: Bethany, Bixby, Chickasha, Cresent, Cushing, Del City, Edmond, El Reno, Erin Springs, Guthrie, Lindsay, Midwest City, Moore, Mustang, Nichols Hill, Norman, Perry, Stillwater, Tinker Air Force Base, Valley Brook, The Village, Warr Acres, Yukon, Logan County.

Newspapers (dailies)

ALABAMA: *Advertiser, Alabama Journal*, both in Montgomery. FLORIDA: *Winter Haven News Chief*. GEORGIA: *Moultrie Observer*. NORTH CAROLINA: *Asheville Citizen*. OHIO: *Gallipolis Daily Tribune, Pomeroy Daily Sentinel*. SOUTH CAROLINA: *Greenville News, Greenville Piedmont*. TENNESSEE: *Clarksville Leaf-Chronicle*. VIRGINIA: *Staunton Daily News*. WEST VIRGINIA: *Point Pleasant Register*.

Newspapers (nondailies)

ALABAMA: *Prattville Progress*. ARKANSAS: *Baxter Bulletin*. FLORIDA: *Auburndale Star*. GEORGIA: *Weekly Moultrie Observer*. TENNESSEE: *Ashland City Times, Dickson Herald, Nashville Record, Gallatin News-Examiner, Stewart Houston Times* (Dover-Erin), *Hendersonville Star News*.

Other media

Twenty shoppers in cities in the South and Southeast. A quarterly, *Market Source*, Greenville, S.C. A monthly *Music City News*, Nashville, Tenn.

OTHER OPERATIONS

Program productions: "Donahue," "Braun & Company," "Country Comes Alive," "Young People's Specials."

National Enquirer

Revenues	1983	1982
Media	$142,000,000	$140,000,000
Other	—	—
Total	$142,000,000	$140,000,000

National Enquirer, Lantana, Fla., is the 65th largest U.S. media company with 1983 gross revenues of $142 million, a 1.4% increase from 1982. The all-media company derives revenues solely from two publications, the *National Enquirer* and *Weekly World News*.

Looking on the bright side of the flat year, publisher James Martise calls 1983 "a consolidating year for both publications."

A compilation of global news, features and brights, the four-year-old *Weekly World News* boosted circulation 6% in 1983 to 850,000. Mr. Martise says the tabloid stabilized during the year and no major changes are planned for 1984.

The company in 1984 is focusing on its larger publication, the *National Enquirer*. Circulation dropped 6%, to 4.5 million copies, when the newsstand price went from 45¢ to 65¢ in January, 1982.

Mr. Martise says the company will concentrate less on promoting circulation and mail order advertising and more on recruiting national advertisers, a project started last year.

"Circulation continues to be the largest portion of revenues, but in 1983 advertising revenues rose 10%," Mr. Martise says.

"We are making an enormous effort to position the *Enquirer* in the advertising community as a publication that reaches middle America."

The company has rebounded from actress Carol Burnett's much-publicized $1.6 million libel suit, scheduled for retrial in December, and its public apology to actress Shirley Jones. It is soft-pedaling articles about celebrities and emphasizing what Mr. Martise called "service-type articles."

"Our goal in 1984 is to show national advertisers that perceptions of the *Enquirer* as a sensational publication are not indeed the reality," Mr. Martise says. "We are showing them that the *Enquirer* editorially is dealing with more than food, fashion, beauty and how-to subjects. It is a balance of service, celebrities and human interest articles."

The company cut last year's tv advertising budget to focus on promotional mailings that target key ad executives. It also is advertising in trade publications.

National Enquirer continues to publish informational articles written in conjunction with the Arthritis Foundation, American Heart Assn. and American Cancer Society.

It also works with the Rochester, N.Y.-based Council of Adoptive Parents. Since 1980, 108 of the 192 handicapped and underprivileged children featured in newspaper writeups have been adopted. Nationally known ministers Robert Schuler, Norman Vincent Peale and Billy Graham write regularly for the *Enquirer*.

MEDIA PROPERTIES

Newspapers (nondailies)

National Enquirer, Weekly World News.

National Geographic Society

Revenues	1983	1982
Media	$202,000,000	$181,100,000
Other	125,400,000	99,300,000
Total	$327,400,000	$280,400,000

National Geographic Society, Washington, is the country's 48th largest media company with 1983 media revenues of $202 million, or 61.7% of total sales of $327.4 million.

For the year, the National Geographic Society generated operating revenues from advertising and circulation of $25.4 million and $176.6 million, respectively.

The company recorded net earnings of $30.1 million. Media-related losses of $1.2 million last year turned into a $10.9 million gain in 1983.

Over-all, the nonprofit group's earnings were up 46.1%, largely because of a National Geographic Society membership fee increase that went into effect Jan. 1, 1983. Under the new fee structure, which includes a subscription to *National Geographic* magazine, yearly dues increased to $15, from $13.50.

During the year, the *National Geographic*, which has a subscription base of 10.6 million, and the National Geographic Society introduced *National Geographic Traveler*, its first new adult-oriented magazine in 96 years.

National Geographic Traveler, which debuted in March with a rate base of 600,000, is a quarterly travel magazine designed to complement the *National Geographic*.

Since its unveiling, *Traveler* has surpassed its initial rate base of 600,000 subscribers and as of its September issue will increase its guaranteed circulation to 1 million.

NOBODY'S PERFECT.

#1 SIGN-ON TO SIGN-OFF

#1 EARLY NEWS (We top our nearest competitor by 67%)

#1 LATE NEWS (We top our nearest competitor by 33%)

#1 EARLY FRINGE (GOOD AFTERNOON DETROIT)

#1 LOCAL MORNING (KELLY & COMPANY)

#1 NUMBER OF HOURS OF LOCALLY-PRODUCED PROGRAMS

#1 MORNING NETWORK, NETWORK DAYTIME, NETWORK PRIME

#1 COMMUNITY OUTREACH PROGRAMS (Seven major service projects—free health screening tests, feeding the hungry, free immunization of schoolchildren, free hemoccult testing, crime-fighting Anonymous Witness program, Police Athletic League fund-raiser for child/victims of crime, valedictorian salute)

#1 IN AWARDS (Emmys, UPI, AP, and community service awards, based on last seven years)

#2 PRIME ACCESS (PEOPLE'S COURT)

We're not a Perfect Ten yet, but we're working on it.

WXYZ-TV. #1 in DETROIT

An ABC Owned Television Station

All ratings information: Nielsen, Feb. '84.

Robert L. Breeden, the Geographic's vp-publications, expects *Traveler* circulation to reach 1.5 million by next year.

Geographic officials predict *Traveler* should break even in its first year of publication and will show a profit by 1985, even with its generous 3-to-1 copy to ad ratio.

Circulation for *Traveler's* sister publication, *National Geographic*, was up only 13,000 copies in 1983, but an increase in ad pages from a disastrously low 1982 level boosted ad revenues 35.3%, to $30.3 million. Ad revenues of $16.41 million for the first six months of 1984 are ahead of last year's pace, despite a slight decline in ad pages.

Geographic editor Wilbur E. Garrett boasts the magazine reaches one in every four American households and says that its renewal rate is at a record 85%.

In addition, Mr. Garrett expects circulation figures for the magazine to remain relatively steady during the next several years.

To boost advertising interest, the magazine is in the midst of a $1 million ad campaign that stresses the publication's high-tech oriented readership and impressive demographics. Using the ad themes "National Computergraphic, National Demographic, National Psychographic and International Geographic," the society is attempting to lure more advertisers by flaunting the magazine's upscale and worldwide readership.

Among other points, the ads note that *Geographic* readers have a combined annual income of $300 billion and that one in five adult subscribers owns a personal computer.

The current campaign, which will split its advertising dollars between the spring and fall, is the magazine's first large-scale ad effort in about six years.

Geographic officials continue to be pleased by the success of "Big G," an ad program that allows advertisers to buy space in 36 selected major U.S. markets.

At about half the cost of a regular *Geographic* ad page, Big G has been especially popular among corporate and upscale advertisers.

In other advertising moves, officials in the *Geographic's* ad department say they still are discussing whether to offer joint buys in both *National Geographic* and *Traveler*.

Although the magazine is pushing for more ads, the *Geographic* has yet to lift its ban on alcohol and tobacco ads in domestic editions. It does, however, allow beer, wine and cordial ads in editions sold abroad.

The *Geographic* also notched some editorial successes during the past year. This spring, it won the American Society of Magazine Editors 1984 National Magazine Award, and the *Geographic* dazzled the publishing industry by placing a mass-produced 3-D lasar hologram on the cover of its March issue.

The society's other print property, "National Geographic World," maintains its policy of not accepting ads. Officials say its $13 million in subscription revenues are enough to cover operating costs.

"National Geographic World," which is geared toward children between the ages of 8 and 13, is expected to maintain its 1.5 million subscription level through 1985.

Society officials continue to be mum about plans to expand into cable tv by building on the following of the popular National Geographic tv specials. Last year, National Geographic Society president Gilbert M. Grosvenor said he was negotiating with pay tv companies such as Communications Satellite Corp., but since then there has been no comment on cable or satellite ventures.

MEDIA PROPERTIES

Magazines:

National Geographic, "National Geographic World," *National Geographic Traveler*.

News America Publishing

Revenues	1983	1982
Media	$323,000,000	$270,000,000
Other	—	—
Total	$323,000,000	$270,000,000

News America Publishing, New York, the U.S. branch of Rupert Murdoch's international News Corp. Ltd., is the country's 30th largest media company, with estimated U.S. revenues of $323 million, up 19.6% from 1982.

Total revenues for the fiscal year, ended June 30, 1983, were all in media for News America and did not include returns from the *Chicago Sun-Times*, bought after the close of the fiscal year. News America's parent had net income of $79 million for fiscal 1983, a 98% gain over the previous year, while revenues were up 2%, to $1.37 billion, attributable to gains at most of the British and U.S. holdings.

In November, 1983, Mr. Murdoch indulged his penchant for buying media properties by purchasing the *Sun-Times* from Field Enterprises for $90 million in cash, outbidding the *Sun-Times'* publisher, James Hoge, whose syndicate of local investors had bid $63 million.

The deal, which included real estate and other communications assets, was closed Jan. 9, 1984. The newspaper, the nation's ninth largest daily in circulation, had been offered for sale in April, 1983, by Marshall Field V and Frederick Field, equal partners in Field Enterprises. The *Sun-Times* in fiscal 1983, ended Sept. 30, had revenues of $161.4 million and net income of $3.3 million.

On the day of the sale, four top *Chicago Sun-Times* executives resigned including Mr. Hoge. Pulitzer Prize-winning columnist Mike Royko also left for Chicago's No. 1 daily and the *Sun-Times'* direct rival, the *Chicago Tribune*. Robert E. Page, publisher of News America's *Boston Herald*, succeeded Mr. Hoge as publisher.

In another acquisition, at press time, News America had reached an agreement to acquire *New Woman* magazine from New Woman Inc., Palm Beach, Fla. The monthly magazine has a circulation of 1 million.

News Corp.'s only two U.S. properties to lose money were the *New York Post*, New York's No. 3 paper, and the *Boston Herald*.

The *Post*, purchased in 1976 for $27 million, has recorded circulation gains from 489,000 on the day of its sale to 960,000 as of November, 1983, although it lost $14 million in fiscal 1983.

The *Boston Herald* had a circulation gain to 335,000 in November, 1983, from 228,228 in the similar period a year earlier. The paper's losses decreased from $12 million in 1982 to $3.4 million in 1983.

Losses were offset by profitable U.S. properties such as the *Star*, a nationally circulated tabloid, the San Antonio Express and *News*, and *New York* magazine, making "$14 million last year," according to News America president Donald D. Kummerfeld.

In October, 1983, Mr. Murdoch acquired about 1 million shares of stock in financially troubled Warner Communications, New York, for nearly $20 million.

He stated publicly that he had no intention of turning his 1.6% stake into a controlling interest. By December, 1983, he had acquired a 7% interest in Warner, paying $101.2 million for more than 4.5 million shares, making him Warner's largest individual shareholder. Last January, Mr. Murdoch declared News Corp. was ready to begin a proxy battle for control of Warner, and purchased 1 million additional shares for $29.8 million, bringing his total stake in Warner to 8.5%.

Chris-Craft Industries, in an attempt to thwart a News Corp. takeover, arranged an asset swap involving 42.5% of its tv subsidiaries in exchange for a 19% stake in Warner. The 15-week battle ended in March, when Mr. Murdoch agreed to sell News Corp.'s shares to Warner for $180.6 million, making a $41 million profit.

News America is the holding company for Skyband Inc., Secaucus, N.J., formerly Inter-American Satellite Television, New York, a direct broadcast satellite service, purchased in April, 1983.

Plans to offer five channels of pay tv programing to U.S. subscribers have been postponed indefinitely. Mr. Murdoch also purchased 69% of the struggling pan-European Satellite Television (SATV) network in early 1983, drastically cut its rate card to attract advertisers and expanded broadcast hours from two to five a night, with another two hours added in March, 1984. SATV plans to expand into Britain this year and to explore broadcasts in Holland and Germany.

MEDIA PROPERTIES

Magazines

New York.

Newspapers (dailies)

MASSACHUSETTS: *Boston Herald*. NEW YORK: *New York Post*. TEXAS: *San Antonio Express*, *San Antonio News*, *San Antonio Express-News*. ILLINOIS: *Chicago Sun-Times*.

Newspapers (nondailies)

NEW YORK: *Village Voice*. TEXAS: Houston Community Newspapers (all in Houston)—*Community News*, *Humble Echo*, *Sentinel*, *Suburban-Reporter*, *Sun*, *Sun Woodland*. NATIONAL: *Star*.

New York Times Co.

Revenues	1983	1982
Media	$1.073 bil	$890,600,000
Other	18,000,000	43,100,000
Total	$1.091 bil.	$933,700,000

New York Times Co., the nation's 11th largest media company, surpassed $1 billion in media revenues for the first time in 1983. Sales for newspapers, magazines, and broadcast and cable tv stations in 1983 reached $1.07 billion, up 20.2% from 1982.

Media revenues, which were 95.4% of total revenues in 1982, rose to 98.2% of $1.09 billion in total revenues in 1983. Total revenues increased 16.7% from 1982.

Books, information and education materials account for the remaining revenue, although that is changing. With the sale in 1983 of Education Enrichment Materials and Teaching Resources Corp., New York Times Co. has vacated the educational materials field.

Net income for the corporation rose 45%, to $78.7 million.

Continuing this pace, the first quarter of 1984 saw revenues increase 15%, to $297.3 million, from the first three months of 1983. The biggest gain was from magazines, a 34.1% boost to $55 million, although part of that increase was the result of an extra weekly published by *Family Circle* in the 1984 first quarter. Newspapers, the biggest segment of the company's business, recorded a 17.4% increase in the first quarter of 1984, to $228.4 million, while revenues from broadcasting and cable tv rose 15%, to $13.8 million.

The company's investment in new plants and equipment increased 37%, to $79.7 million in 1983 with plans to keep capital investment at that level in 1984. New York Times Co., with a reduction in long-term debt, described itself as "positioned now for further growth through both acquisitions and international development."

Last year was not a particularly major one in acquisitions, although the company had completed the purchase of 12 newspapers in late 1982, expanded its cable involvement through joint ventures and was reported to be more aggressively seeking magazine properties. It was said to be after *Gourmet* magazine, eventually sold to Conde Nast Publications. In 1984, it acquired *Cruising World*, a sailing book.

The *New York Times*, the flagship publication of the company, won two more Pulitzer Prizes in 1983, bringing it to an industry-leading 52. Ad linage in 1983 rose to 104 million lines in 1983, reflecting a 3.2% increase in retail and a 7.2% boost in national advertising; classified was down 1.1%. On the circulation side, average paid circulation rose 6,000, to 935,000, while Sunday circulation was up 28,000, to 1.55 million.

Ad gains increased into the first quarter of 1984. Total linage was up 4.9%, to 25.1 million, with classified showing the strongest gain (up 13.3%, to 5.8 million), followed by national (up 7.6%, to 8.5 million) with retail showing a decline (down 1.1%, to 10.8 million).

The *New York Times'* national edition is figuring more prominently in the newspaper's goals. The newspaper filed for status with the ABC as a national newspaper.

Also, national edition printing sites were added in Walnut Creek, Cal., and Austin, Tex., bringing the total to five. A goal has been set at 100,000 copies daily and 200,000 copies on Sunday for this edition.

Increased emphasis on the national edition was said to be one reason the newspaper, when looking for an ad agency to replace McCann-Erickson on its $4 million account last year, went to Bozell & Jacobs, an agency with 12 U.S. offices.

The *New York Times Magazine*, suffered a 9% decline in ad pages in 1982, but was up 82 ad pages in 1983, to 4,196, a 2% gain. It continued to add magazine Part 2 sections with the addition of a second "Sophisticated Traveler" section in October.

The regional newspapers, of which there are now 18, showed circulation growth, although not ad linage gains. Daily circulation rose 4.4%, to 284,000, while Sunday circulation increased 5%, to 251,800. For the weeklies, the circulation gain was 5.7%, to 46,100. The regional newspaper headquarters were moved from Lakeland, Fla., to Atlanta last year, and one of the weekly papers in that group, the *Zephyrhills News* in Florida, was sold.

Altogether, newspaper group revenues rose 23.6%, to $833.2 million in 1983, with the first quarter of 1984 showing a 17.4% revenue gain, to $228.4 million, compared with $194.5 million in the first three months of 1983.

The magazine group's revenues rose to $186.4 million and operating profit to $16.4 million in 1983. If $8.4 million recorded in 1982 from the sale of the company's Australian magazine operations were not included, those 1983 figures would represent a 16% revenue increase and a 7% operating profit boost. The first quarter of 1984 showed magazine revenues rising 34.1%, to $55 million, and operating profit ahead 44.3%, to $6.1 million.

A major investment was made last year to upgrade *Family Circle*, the largest magazine in the group. That publication's ad pages were up 96 pages, to 1,790, in 1983. *Golf Digest*, which boosted its circulation rate guarantee from 1,025,000 to 1,150,000, also had an ad page gain of 174 pages to bring it to 1,053 pages for the year. *Tennis* magazine, which increased its circulation rate base from 460,000 to 500,000 copies, had an ad page gain of 165 pages, to 924.

In the broadcasting-cable tv group, the company's three CBS affiliate tv stations all maintained their leading market positions in 1983. Revenues in this segment of the business rose 13.6%, to $53.4 million, while operating profit was up 80.9%, to $4.9 million.

Profits continued to leap in this area in the first three months of 1984 with revenues rising 15%, to $13.8 million, and operating profit jumping 191.8%, to $1.09 million.

The company's NYT Cable was an investment focus as newly constructed facilities were opened in Cherry Hill, N.J., which moved headquarters from Audubon, N.J. Cable subscriptions were up from 98,500 to 110,000 in 1983. NYT Cable last year also completed the test of a two-way system and began installation of an interactive system in Fort Dix, N.J. Also in the cable area, the company formed a joint venture with Warner Communications to produce and distribute informational programing for cable tv.

MEDIA PROPERTIES

Broadcasting

TV: WHNT, Huntsville, Ala.; KFSM, Fort Smith, Ark.; WREG, Memphis, Tenn.

RADIO: WQXR (am, fm), New York.

Cable/video

NYT Cable TV, Southern New Jersey.

Magazines

Cruising World, *Family Circle*, *Golf Digest*, *Golf World* (U.K.), *Tennis*.

Newspapers (dailies)

ALABAMA: *Florence Times Daily*. FLORIDA: *Gainesville Sun*, *Lake City Reporter*, *Lakeland Ledger*, *Leesburg Commercial*, *Ocala Star-Banner*, *Palatka Daily News*, *Sarasota Herald-Tribune*. KENTUCKY: *Harlan Daily Enterprise*, *Madisonville Messenger*, *Middlesboro Daily News*. LOUISIANA: *Houma Daily Courier*, *Opelousas Daily World*, *Thibodaux Daily Comet*. MISSISSIPPI: *Corinth Daily Corinthian*. NEW YORK: *New York Times*. NORTH CAROLINA: *Hendersonville Times-News*, *Lenoir News-Topics*, *Lexington Dispatch*, *Wilmington Star-News*. TENNESSEE: *Claiborne Progress*, *Dyersburg Star-Gazette*.

Newspapers (nondailies)

FLORIDA: *Anna Maria Islander*, *Avon Park Sun*, *Fernandina Beach News-Leader*, *Golden Gate Eagle*, *Marco Island Eagle*, *Sebring News*. MAINE: *Kennebunk York County Coast Star*. MISSISSIPPI: *Booneville Banner-Independent*.

OTHER OPERATIONS

Books, news service, features service syndicate. Also, equity interests in Madison Paper Industries, three Canadian newsprint companies and the *International Herald Tribune*.

Oak Industries

Revenues	1983	1982
Media	$106,246,000	$139,000,000
Other	320,172,000	406,700,000
Total	$426,418,000	$545,700,000

Oak Industries, Rancho Bernardo, Cal., is the country's 85th largest media company, with media operations accounting for $106.3 million, or 25% of total 1983 revenues of $426.4 million.

Media revenues declined more than 24% from last year's $139.0 million. Total revenues also dropped nearly 22%.

Media revenues were contributed by Oak Media Corp., which operates three ON TV over-the-air subscription tv systems in Los Angeles, Chicago and Miami-Fort Lauderdale.

The company owns 100% of WKID (tv), which broadcasts the stv service in the Miami-Fort Lauderdale market. It also own 100% of KBSC-TV, which carries ON TV in Los Angeles. In Chicago, the company does its stv broadcasting via a 50% owned joint venture and owns a 49% interest in WSNS-TV, which carries the stv service.

Oak Media also sells ON TV programing in other pay tv systems through a satellite distribution service.

Oak Media had an operating loss in 1983 because of a decline in the ON TV subscriber base. During the year, Oak closed its ON TV systems in Phoenix and Dallas. At the end of the year, the three remaining systems had less than 345,000 subscribers. This represented a 41% decline from the subscriber base at the beginning of the year. These declines have continued into 1984.

In Chicago, ON TV bought out its only competitor, United Cable's Spectrum. Spectrum's subscriber count of 37,000 is down from a high of 60,000, and Oak's has declined to 87,000 from 100,000. ON TV made its debut in the market in September, 1983, followed by Spectrum a year later.

Last fall, Oak Media turned management of operations of ON TV over to Twin Arts, an affiliate of Ritter/Geller Communications Inc., publisher of *Playgirl* magazine. This responsibility also covers the acquisition, production and scheduling of ON TV programing

MEDIA PROPERTIES

Broadcasting

TV: WKID, Miami-Fort Lauderdale,

Fla.; KBSC, Los Angeles; WSNS, Chicago (49%).

Subscription tv

ON TV systems in Los Angeles, Miami-Fort Lauderdale, Chicago (50%).

Satellite delivery

ON Satellite TV.

OTHER OPERATIONS

Oak Communications produces both addressable and nonaddressable converters, converter/decoders and decoders for use in cable tv, over-the-air subscription tv and satellite tv systems. Racal-Oak Ltd., a British joint venture with Racal Electronics PCL, is developing pay tv in Britain and Europe. Oak also manufactures and markets a broad line of laminates used in the making of printed circuit boards.

Oklahoma Publishing Co.

Revenues	1983	1982
Media	$335,200,000	$302,C00,000
Other	N/A	N/A
Total	N/A	N/A

Oklahoma Publishing Co., Oklahoma City, is the 27th ranked media company in the U.S. with media revenues estimated by ADVERTISING AGE of $335.2 million in 1983, a 10.7% increase over 1982 media revenues.

OPUBCO, as it is known, is the tightly held, tight-lipped media arm of the Gaylord family of Oklahoma City. Its media contributions come from newspaper operations in Oklahoma and Colorado, the *Oklahoma/Texas Farmer-Stockman* magazine, and from Dallas-based Gaylord Broadcasting.

The company, through its Gaylord subsidiary, ventured into new turf in 1983 through the acquisition of Opryland properties in Nashville, Tenn., which also included radio station WSM (am, fm), the Nashville Network cable network, Opryland theme park, Opryland Productions and Hotel.

The company's largest single media property, the *Oklahoman & Times* newspaper in Oklahoma City, made waves in the market when OPUBCO merged its beleaguered evening Oklahoma Times on March 1, 1984, into the healthy morning *Daily Oklahoman*.

The move came sooner than expected by many in the market. Publisher Edward L. Gaylord only stated publicly for the first time last year that the *Times* was "becoming a dinosaur" and that it might have to be merged, although he noted the paper still was making money.

The *Times* had been losing readers since the mid-1960s when it had 125,000 circulation. It had fallen to slightly more than 82,000 when the merger took place.

The resulting product, called the *Oklahoman & Times*, was launched with the same national ad rate of $63 per inch as in 1983—high for a paper its size—and increased the local rate from $49 to $56 per inch, according to local advertising execs.

General manager Howard J. Nicks has stated the merged product would have a circulation of 275,000 to 280,000, although he gave no time frame.

ABC audited figures as of March 31, 1984, show that one month into the merger, the *Oklahoman & Times* had a daily circulation of 235,759. Just before the merger, the morning and evening paper had a combined circulation of 264,026.

There always has been considerable duplication of circulation between the two papers. This has compounded the problem of determining the paper's reach in Oklahoma City, an SMSA of about 900,000 people. Advertising sources claim the daily reaches 45% of the metropolitan households, although the paper puts its figures at between 70% and 80%. The *Sunday Oklahoman* does have such a reach.

Other activities in the local market include the development of a software products center in which OPUBCO's subsidiary, Datatek, is joining with Battelle Development Corp., Columbus, O., to offer Battelle's BASIS library to the newspaper industry. The system provides software for newspaper library applications. The center also operates as a service bureau to provide businesses with databases for a wide range of applications.

In Colorado Springs, OPUBCO's *Colorado Springs Sun* showed steady circulation gains for the morning paper, which reached 40,595, up 17% from the year earlier; Saturday morning, 40,553, up 17%, and Sunday, 43,465, up 19.5%. The paper also registered total ad linage gains of 2.5% in 1983 over 1982, compared with a 3.8% gain by its competitor and larger-circulated *Colorado Springs Gazette Telegraph* (92,296 for combined evening and morning) run by Freedom Newspapers.

The *Sun's* move to tabloid format early in 1983 and a resurgence of economic activity in the market are credited largely with the circulation and advertising increases.

Gaylord Broadcasting, which has seven tv and three radio properties, got a lot of tradition when it picked up WSM in Nashville. WSM was founded in 1925 by Nashville Life & Accident Insurance Co. as a promotional vehicle.

One of the programs created for broadcast was the Grand Ole Opry, which made its debut that year. The parent eventually became NLT Corp., which sold out to American General Insurance Co. of Houston in 1982. Gaylord bought the operation in September, 1983.

The biggest media asset among the Nashville properties, however, is likely to be the Nashville Network, an advertiser-supported cable network that went on the air in March, 1983, with 7 million subscribers. The subscriber list has grown to 15 million as of March, 1984, qualifying the network for monitoring by broadcast rating services. The network's ad sales and affiliate relationships are handled by Group W. The Nashville Network broadcasts 18 hours a day. Most of the programs are produced at Opryland Productions.

Gaylord also divested itself in 1983 of KYTE-AM and KLLB-FM in Portland, Ore., selling the stations to San Francisco contractor, resort property owner and rancher Charlton Buckley. Price was $3.75 million plus a $750,000 noncompete agreement.

MEDIA PROPERTIES

Broadcasting

TV: Gaylord Broadcasting Co.: KHTV, Houston; KSTW, Tacoma, Wash.; KTVT, Dallas/Fort Worth; WTVT, Tampa, Fla.; WUAB, Lorain (Cleveland), O.; WVTV Milwaukee; WVUE, New Orleans.

RADIO: WKY (am), Oklahoma City; WSM (am, fm) Nashville.

Cable/video

The Nashville Network with 15 million subscribers.

Newspapers

COLORADO: *Colorado Springs Sun*.

OKLAHOMA: *Oklahoman & Times* and *Sunday Oklahoman*.

Magazines

Oklahoma/Texas Farmer-Stockman.

OTHER OPERATIONS

Opryland theme park, Opryland Hotel, Opryland Productions, Gaylord Productions, Datatek.

Outlet Co.

Revenues	1983*	1982
Media......	$95,000,000	$86,579,000
Other.......	—	—
Total.....	$95,000,000	$86,579,000

*Estimated; Outlet went private after its third quarter

Outlet Co., Providence, R.I., the nation's 90th largest media company, had total revenues estimated by ADVERTISING AGE of $95 million, all from media, up 9.7% from the year earlier.

Outlet turned private during the fourth quarter of its fiscal year ended Jan. 31, 1984, when it was purchased by Rockefeller Center Inc. for $335.4 million.

Not part of the sale was WSNE (fm), Taunton, Mass., a Providence-area station. It was sold in January, 1984, to a group of local businessmen for $3.6 million.

Outlet revenues during 1983 came from five tv and five radio stations. The company, which does not segment its broadcast properties for public dis-

Photo: Peter B. Kaplan

If you still believe in me, save me.

For nearly a hundred years, the Statue of Liberty has been America's most powerful symbol of freedom and hope. Today the corrosive action of almost a century of weather and salt air has eaten away at the iron framework; etched holes in the copper exterior.

On Ellis Island, where the ancestors of nearly half of all Americans first stepped onto American soil, the Immigration Center is now a hollow ruin.

Inspiring plans have been developed to restore the Statue and to create on Ellis Island a permanent museum celebrating the ethnic diversity of this country of immigrants. But unless restoration is begun now, these two landmarks in our nation's heritage could be closed at the very time America is celebrating their hundredth anniversaries. The 230 million dollars needed to carry out the work is needed now.

All of the money must come from private donations; the federal government is not raising the funds. This is consistent with the Statue's origins. The French people paid for its creation themselves. And America's businesses spearheaded the public contributions that were needed for its construction and for the pedestal.

The torch of liberty is everyone's to cherish. Could we hold up our heads as Americans if we allowed the time to come when she can no longer hold up hers?

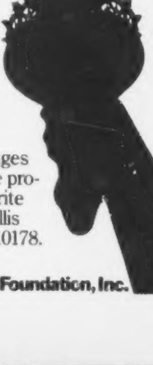
Opportunities for Your Company.

OFFICIAL SPONSOR LIBERTY

You are invited to learn more about the advantages of corporate sponsorship during the nationwide promotions surrounding the restoration project. Write on your letterhead to: The Statue of Liberty-Ellis Island Foundation, Inc., 101 Park Ave, N.Y., N.Y. 10178.

KEEP THE TORCH LIT

Save these monuments. Send your personal tax deductible donation to: P.O. Box 1986, New York, N.Y. 10018. **The Statue of Liberty-Ellis Island Foundation, Inc.**



closure, traditionally draws 86% of broadcast revenues from tv and 14% from radio. Allowing the purchase of a Bethesda, Md., fm station in 1983, Outlet generated about $80 million in revenues from tv and $15 million from radio in 1983.

Only revenues for Outlet's first nine months were made public during fiscal 1983. ADVERTISING AGE projected total billings based on an historical reading of fourth quarters at Outlet.

For the nine-month period ended Oct. 31, 1983, the company reported revenues of $71.4 million, compared with $64.3 million the previous year.

Nine-month net earnings from continuous operations for the period were $6.2 million versus $9.7 million the year earlier when the sale of two radio stations produced one-time earnings of $5.4 million.

Aside from being purchased itself in 1983, Outlet acquired in February, 1983, WHFS (fm), Bethesda, Md., for $2.1 million and changed the call letters to WTKS.

Bruce Sundlun, Outlet Co. president-chief operating officer, is chairman-ceo of the Rockefeller Center Inc. unit. David Henderson, Outlet's exec vp, is president-chief operating officer of the Rockefeller-owned company. Joseph Sinclair, Outlet chairman, is a consultant to the company.

Rockefeller Center Inc., which had entered into a period of property realignment in which it divested itself predominantly of real estate and moved into areas of higher return, entered the media fray several years ago as a joint-venture partner with RCA Corp. in the Entertainment Channel. The cable channel closed in 1982 after reportedly recording losses of $34 million before taxes.

With that experience in cable, new acquisitions, if any, will probably continue to follow the Outlet pattern of keeping to traditional broadcast properties, primarily tv, say sources close to the company.

That pattern became apparent in late May, 1984, when Outlet came in a close second to Gulf Broadcast Co., Dallas, in bidding for independent tv stations KTXA in Dallas-Fort Worth and KTXH in Houston. The stations, sold by parent KTXH Inc., went for at least $125 million.

MEDIA PROPERTIES

Broadcasting

TV: KOVR, Stockton-Sacramento, Cal.; KSAT, San Antonio, Tex.; WCMH, Columbus, O.; WCPX, Orlando, Fla.; WJAR, Providence, R.I.

RADIO: KIQQ (fm), Los Angeles; WIQQ (fm), Philadelphia; WQRS (fm), Detroit; WTKS (fm), Bethesda, Md.; WTOP (am), Washington.

Park Communications

Revenues	1983	1982
Media	$86,300,000	$75,400,000
Other	—	—
Total	$86,300,000	$75,400,000

*Restated

Park Communication, Ithaca, N.Y., renamed from Park Broadcasting after the company became publicly traded on the New York Stock Exchange on Oct. 26, 1983, is the country's 96th largest media company with total net revenues of $86.3 million, all from broadcasting and newspaper properties.

Company net revenues, less commissions, which represented an increase of 14.4% over media net revenues of $75.4 million in 1982, were paced by broadcasting with $42.3 million in gross revenues (includes commission), up 5.6% from the previous year. Contributions came from seven tv stations, seven am and seven fm radio stations.

Newspapers had gross revenues of $44.1 million, up 23.5% from 1982. Total gross revenues were $93.8 million, up 14% from 1982.

The sizable jump in newspaper revenues was attributed largely to new acquisitions, including the daily *Courier News* in Blytheville, Ark., and a companion weekly in nearby Osceola, Ark., acquired in January, 1983, and the daily Waynesboro, Va., *News-Virginian*, acquired November, 1983. The Blytheville paper had audited circulation of 10,580 on March 31, 1983, and the Waynesboro product had audited circulation of 13,168 on March 31, 1983.

The newspaper division has 73 papers, including 25 dailies, 18 nondailies and 30 controlled-distribution weekly shoppers. Park only began accumulating newspapers in 1972 with the acquisition of the Warner Robins, Ga., *Daily Sun*. "At the time, we were well on our way toward accumulating our maximum broadcast properties, and we knew that if we were to grow it would have to be through newspapers," says Roy H. Park Sr., president-ceo.

Mr. Park says the company's acquisition policy is to acquire newspapers in small markets where competition is little to none and where local news—a Park forte—dominates state or national coverage.

The company has not changed its broadcast media lineup since 1977 when it obtained the full complement of tv and radio properties allowed by FCC regulations. The properties are located in the South, West and upstate New York. Mr. Park has stated he has no interest in acquiring cable operations.

The company undertook several capital improvements during the year, installing high technology front-end systems in a number of its newspapers and increasing the height of its tv tower in Birmingham, Ala., so it is now the highest in the market.

Park appears to be ready to acquire more media properties in the future as a result of generating cash from going public. Already in 1984 the company has purchased the *Journal-Register* in Medina, N.Y., a paper with Monday through Friday circulation of 5,002 as of the ABC audited report of March 31, 1984. Along with that purchase came the weekly *Albion* (N.Y.) *Advertiser* and two controlled-circulation shoppers.

The company stated when it filed its public offering (1 million shares of common stock at $17 to $20 a share) that funds may be used for acquisitions in addition to general corporate purposes and a $7.5 million bank note. Although the company is public, Roy Park Sr. owns 89.9%.

Mr. Park's son, Roy Park Jr., runs Park Outdoor Advertising, operating in Ithaca, Jamestown, Binghamton and Utica, N.Y., and Scranton, Pa. The outdoor advertising company, with billings of $2.8 million in 1983 and projected billings in excess of $3 million in 1984, is not consolidated into Park Communications, but is privately owned by Mr. Park Sr. through his RHP Inc. RHP also has real estate holdings, ranging from timberland to commercial properties.

MEDIA PROPERTIES

Broadcasting

TV: WBMG, Birmingham, Ala.; WUTR, Utica, N.Y.; WNCT, Greenville, N.C.; WDEF, Chattanooga, and WJHL, Johnson City, Tenn.; WSLS, Roanoke, and WTVR, Richmond, Va.

RADIO: KRSI (am) and KJJO (fm), Eden Prairie, Minn.; WHEN (am) and WRRB (fm), Syracuse, N.Y.; WNCT (am, fm), Greenville, N.C.; KWJJ (am) and KJIB (fm), Portland, Ore.; WNAX (am), Yankton, S.D.; WDEF (am, fm), Chattanooga, Tenn.; WTVR (am, fm), Richmond, Va.; KEZX (fm), Seattle.

Newspapers (dailies)

ARKANSAS: *Courier News* (Blytheville), *Helena World*. FLORIDA: *Daily Sun Journal & Spring Hill Sun*, (Brooksville). GEORGIA: *Daily Sun* and *Sunday Sun* (Warner Robins). ILLINOIS: *Macomb Daily Journal* and *Sunday Journal*. INDIANA: *Pilot News* (Plymouth). MICHIGAN: *Coldwater Daily Reporter*. NEBRASKA: *News Press* (Nebraska City). NEW YORK: *Union Sun & Journal* (Lockport), *Evening Sun* (Norwich), *Journal & Advance News* (Ogdensburg), *Journal Register* (Medina). NORTH CAROLINA: *Concord Tribune*, *Daily Independent* (Kannapolis), *News Herald* (Morganton), *Observer-News-Enterprise* (Newton), *Robesonian* (Lumberton), *Sampson Independent* (Clinton), *Record & Landmark* (Statesville). NORTH DAKOTA: *Devils Lake Daily Journal*. OKLAHOMA: *Daily Ledger* (Broken Arrow), *News-Capital & Democrat* (McAlester), *Sapulpa Daily Herald*. VIRGINIA: *Journal Messenger* (Manassas), *News-Virginian* (Waynesboro).

Newspapers (nondailies)

ARKANSAS: *Osceola Times*, *Twin City Tribune*, West Helena. GEORGIA: *Houston Home Journal* (Perry). INDIANA: *Bremen Enquirer*, *Nappanee Advance News*. NEW YORK: *Albion Advertiser*, *St. Lawrence Plaindealer* (Canton), *Courier-Freeman* (Potsdam), *Massena Observer*. NORTH CAROLINA: *Bladen Journal* (Elizabethtown), *Maiden Times*, *McDowell News* (Marion), *Mecklenberg Gazette* (Davidson), *Robbins Record* (Mecklenberg), *Sandhill Citizen* (Aberdeen), *Valdese News*. OKLAHOMA: *Bixby Bulletin*, *Hartshorne Sun*, *Jenks Journal*.

Outdoor

Park Outdoor Advertising, serving Binghamton, Ithaca, Jamestown and Utica, N.Y., and Scranton, Pa.

Penthouse International

Revenues	1983	1982
Media	$153,000,000	$165,000,000
Other	12,000,000	10,000,000
Total	$165,000,000	$175,000,000

Penthouse International, New York, is the country's 61st largest media company, with 1983 media revenues of $153 million, a decline of 7.3% from media revenues of 1982.

Media revenues, which account for 92.7% of total revenues of $165 million in 1983, essentially come from *Penthouse* and related publications and *Omni*.

In politics, it's said that as Maine goes, so goes the nation. For Penthouse International, it can be said that as the "men's sophisticates" magazine market goes, so goes the company.

Five of its six publications (the exception being *Omni*) compete in the category, which generally remains in a slump because of changing economic and social factors.

For flagship *Penthouse*, 1983 was another year of declines. Advertising pages fell 4.1%, while advertising revenues fell 7.2%. Circulation at yearend stood at 3.56 million, down 6.4% from year-earlier levels. The magazine's rate base was cut 15%, to 3.4 million, effective with the October, 1983, issue.

There were two bright spots. The declines in ad pages and revenues were smaller, on a percentage basis, than those suffered by rival *Playboy*, and both declines were smaller than those *Penthouse* suffered in 1982—8.8% for ad pages and 8.5% for ad revenues.

The reduction in advertising volume and revenues was "reflected in our bottom line," says David Myerson, exec vp-ceo. Specific figures are not available because Penthouse International is privately held by Robert Guccione and members of his family.

To reverse this trend in ad volume and revenues, Mr. Guccione is taking what Mr. Myerson called "positive steps." By next January's issue, *Penthouse* is scheduled to drastically reduce the amount of service editorial it runs, replacing it with more pictorials, articles and fiction. The magazine also intends to increase its ratio of editorial to advertising to 5 to 1 from a range of 2 to 1 to 2.5 to 1. This reduction of advertising, coupled with the cutback in service features and higher production values, is designed to draw more readers to the magazine.

As for the other magazines the company publishes in the men's sophisticates field, *Forum* circulation has "basically leveled" at 425,000 to 450,000, Mr. Myerson says, "reflecting the decline in *Penthouse*." In earlier years, circulation was as high as 620,000 and more recently topped 500,000. The circulation of *Variations* continues to rise, to about 300,000.

Penthouse Letters, introduced as an every-other-monthly in April, 1983, has a circulation of 300,000 and is likely to increase its frequency to monthly. *Girls of Penthouse* is currently a special publication, but could follow in the footsteps of *Penthouse Letters*. As for *Omni*, which competes in the science category but is unusual in its editorial blend of science fact and fiction, its performance has been "basically spectacular," Mr. Myerson says. Last year ad pages rose 12% to 824 and ad gross revenues rose 16% to $14.7 million, according to Publisher's Information Bureau data.

The monthly's circulation gained by 4.4%, to 802,528, as the mix of subscription to newsstand sales changed somewhat so the former almost pulled even with the latter. This is a departure from the sales pattern of *Penthouse*, which in 1983 made 94.5% of its sales through single copies.

The company remains pleased with results of its program to license foreign editions. There are now seven licensed editions of *Penthouse* (Australia, Brazil, Great Britain, Italy, Japan, Spain, West Germany) and three of *Omni* (Italy, Japan and West Germany). Plans to license a Japanese edition of *Forum* have been carried out, giving Penthouse International three licensed editions in that country.

By this time next year, Mr. Myerson says, there could be a licensed edition of *Penthouse* in France, following a successful recent reintroduction of the U.S. edition into that market.

In Atlantic City, where Mr. Guccione for many years has tried to open a casino-hotel via Apex Properties and Boardwalk Properties, Mr. Myerson expects "some substantial progress" in completing the financing for the project by the end of this summer.

Plans for cable tv activities have been scaled back in favor of broadcast projects. One project is a syndicated show called "$1 Million Pet of the Year Pageant" which aired in April on 42 stations. It lost money. However, Mr. Myerson says the company is "looking forward to doing another pageant in '85."

At Penthouse Films, initial preproduction on "Catherine the Great" has been completed and the company is looking to a joint venture with a major, probably foreign, distribution company, Mr. Myerson says.

A new venture is Penthouse Video, which has released its first videocassette, Penthouse Films' "Caligula," at a suggested list price of $89.95. A second release is expected this summer, "a magazine-of-the-air" type of cassette, with a third release by yearend, Mr. Myerson says.

In books, *Omni* name titles are being emphasized over those bearing the *Penthouse* imprint, according to Mr. Myerson, including a series through Zebra Books and a proposed series of computer hardware and books.

MEDIA PROPERTIES

Magazines

Forum, *Girls of Penthouse*, *Omni*, *Penthouse*, *Penthouse Letters*, *Variations*.

OTHER OPERATIONS

Apex Properties, Boardwalk Properties, International Nuclear Systems Organization, Penthouse Films, Penthouse International Books, Evelyn Rainbird Ltd. (mail order), Penthouse Video.

Petersen Publishing Co.

Revenues	1983	1982
Media	$131,000,000	$117,500,000
Other	9,500,000	10,000,000
Total	$140,500,000	$127,500,000

Petersen Publishing Co., Los Angeles, is the country's 73rd largest media company, with media revenues of about $131 million, or 93% of total revenues of $140.5 million. Media revenues were up 11.5% from 1982; total revenues increased 10.2%.

The privately owned company's media revenues come primarily from its 15 special-interest monthly magazines. Petersen also has interests in real estate, restaurants and art galleries.

Petersen president Frederick Waingrow characterizes the company's performance in 1983 as "just about the expected rate of growth." So far in 1984, the company isn't projecting growth quite as dynamic as last year, because of a tightening of newsstand and subscription circulation patterns, he says. Ad pages for all publications for the first six months were up about 7%, but Mr. Waingrow expects total pages to rise about 10% in 1984. Total ad pages in 1983 rose 15.8%, to 10,217.

He expects total revenues for the year will reach $155 million and ad revenues will rise to about $80.5 million from 1983's $71.3 million.

As the U.S. automotive industry began to emerge from recessionary doldrums last year, Petersen's stable of automotive magazines was in a strong position to ride along. *Motor Trend*, a book featuring the latest domestic, imported and exotic cars, and *Petersen's 4-Wheel & Off-Road* have showed gains in both circulation and ad linage.

Petersen's hottest book was *4-Wheel & Off-Road*, with an 18.5% increase in average circulation, to 263,000 in 1983, and a 17% increase in single copy sales, according to Nigel P. Heaton, vp-circulation, marketing and development. Ad pages jumped 31.5% in 1983 and are up another 12% for the first six months of 1984 over the similar period last year.

Motor Trend's circulation increased more moderately, from an average of about 723,000 net paid in 1982 to 762,000 in 1983, with strong newsstand sales. The magazine had page gains of 13.1%.

But the surge in new car sales proved a mixed blessing as the interest in performance cars—and magazines written for that specialized segment—softened. Both *Car Craft*, edited for the drag-racing and high-performance automobile enthusiast, and *Hot Rod*, written for those with an interest in automotive machinery, felt the impact of this shift in focus. *Car Craft's* circulation remained static at about 392,000 in 1983, and ad pages fell 1.9%. *Hot Rod* circulation remained fairly flat at close to 800,000, with newsstand sales "somewhat soft" during the second half of 1983. Ad sales were up 1.6% in 1983 over 1982.

Petersen's hunting and gun books were also a little flat in ad sales and revenues in 1983. But that won't deter the company from spinning off one of its successful one-shot magazines, *International Combat Arms*, into an every-other-monthly to make its debut in August/September with a projected 80,000 circulation.

Also, ad sales in this segment should be spurred by interest in the shooting sports at the 1984 Summer Olympics. A special 54-page insert, carrying more than 30 pages of ads, will run in July issues of *Petersen's Hunting* and *Guns & Ammo*. Robert Petersen, a gun and auto enthusiast who founded the publishing company 36 years ago, is serving as commissioner of shooting events at the Olympics.

Another strong—and surprising—gainer for Petersen recently has been *Teen*. The magazine, while maintaining its 1 million rate base, increased ad pages a record 17% in 1983 over 1982 and is up 6% for the first six months of this year. The book, which struggled for years to overcome a negative image as a magazine for teenyboppers, apparently has won advertiser support. In revenues, the rewards were sweet—$8.4 million in 1983, a 20% increase over the previous year.

As its automotive and firearm magazines reflected industry trends in 1983, so *Petersen's Photographic* indicated hard times in the camera field. As Japanese photographic suppliers dealt with a tightening market by slashing ad budget, Petersen believes the industry is rebounding and is expecting a better second half.

Aside from the late summer debut of *International Combat Arms*, Petersen doesn't plan any other monthlies in 1984. *Drag Racing*, a 180,000 circulation every-other-monthly, started in

February.

Another every-other-monthly, *Sports Car Graphic*, covering the technical and racing aspects of sporting cars, went monthly at the end of 1983. Mr. Heaton predicts the growing interest in the sporty "fun-to-drive" car will help drive circulation up for this title. He anticipates 125,000 net paid circulation this year.

Petersen sold two of its regional boating magazines, *Rudder* and *Lakeland Boating* last year, after deciding the two were "marginal," Mr. Waingrow says. *Sea*, its western boating book, "is doing better," he says.

Earlier this year, the publisher changed the name of *Pickup, Van & 4-Wheel-Drive* to *Pickups & Mini-Trucks* as part of an effort to arrest a two-year circulation slide. The name change, effective with the May issue, was the company's latest effort to inject new life into the publication it purchased from CBS Publications in 1981.

Petersen had tried to change *Pickup, Van & 4-Wheel-Drive's* focus to street-truck enthusiasts, to distinguish it from its other publication in the field, *4-Wheel & Off-Road*. As circulation sank from the initial 237,000 to 185,000, Petersen decided to change its name—and editorial direction—again. The change reflects a greater emphasis on the increasingly popular downsized pickups and vans. So far the jury is still out on whether the new format is working, company sources say.

In 1983, Petersen issued 45 one-shot specialty magazines that sold more than 5.2 million copies at newsstand at prices ranging from $2.50 to $6.95. Another 45 one-shot titles are planned for 1984, including four teen-oriented specials, six or seven hunting and gun specials, and one called *Pro Football*. The remainder will be in the automotive area.

Petersen has expanded its special events division, seeking more tie-ins with major advertisers, as well as creating "customized" dealer promotion books for automotive dealers and car rental companies.

MEDIA PROPERTIES

Magazines

Car Craft, Circle Track, Dirt Rider, Drag Racing, Guns & Ammo, Hot Rod, International Combat Arms, Motor Trend, Motorcyclist, Petersen's 4-Wheel & Off-Road, Petersen's Hunting, Petersen's Photographic, Pickups & Mini-Trucks, Sea, Skin Diver, Sports Car Graphic, 'Teen. Also, one-shot special-interest publications.

OTHER OPERATIONS

Art galleries, real estate, restaurants.

Pittway Corp.

Revenues	1983	1982*
Media	$98,000,000	$98,000,000
Other	$334,000,000	$313,100,000
Total	$432,000,000	$411,100,000

*Restated

Pittway Corp., Northbrook, Ill., is the nation's 88th largest media company with media revenues of $98 million for 1983, unchanged from year-earlier figures.

Media revenues, which came entirely from Pittway's business press subsidiary, Cleveland-based Penton/Industrial Publishing Co., were 23% of Pittway's total 1983 revenues of $432 million.

The company would not disclose how much Penton/IPC's publications contributed to Pittway's 1983 net earnings of $26.3 million.

In contributing to corporate revenues, publishing ranked behind burglar-fire alarms and packaging.

Advertising revenues came from 25 magazines and one annual catalog, accounting for three-quarters of Penton/IPC's revenues of $126 million. Graphic services, marketing and education services and its Saddlebrook Real Estate and Resort business made up the balance.

Thomas L. Dempsey, chairman-ceo, Penton/IPC, and vp, Pittway, says 1984's results will break company records, projecting a 15% ad revenue increase by yearend. Already this year, he said, 23 of the company's magazines are showing gains in sales and 21 have increased their profits.

"Media profits were the best in the company's history in the first quarter," Mr. Dempsey says.

Contributing to the increase has been *Industry Week*, which is experiencing a strong turnaround since its redesign last fall. Mr. Dempsey also credits the magazine's growth in circulation within the service industries for the surge in advertising.

"The industrial [circulation] base began to drop off in the recession, and *Industry Week* was able to shift to follow the growth of the service sector," Mr. Dempsey says. Through May, *Industry Week* was up 23% in ad pages.

Nevertheless, with 1983 ad pages totaling 1,248, the magazine still has a lot of lost ground to make up. The magazine reached its peak of 2,038 pages in 1979.

Strong gains, according to Mr. Dempsey, also have been experienced by *Government Product News, Restaurant Hospitality, Modern Office Procedures, New Equipment Digest* and *Machine Design. Machine Design*, which overtook *Industry Week* in 1982 as the biggest title in the house, continued to hold that position last year. The publication had estimated gross ad revenues of $18.5 million.

Computer-Aided Engineering, launched as an every-other-monthly in the fall of 1981, is scheduled to become a monthly this fall, a result of strong advertiser interest, Mr. Dempsey says.

The company also is looking at other computer-related magazine proposals that are broader based than *Computer-Aided Engineering*. Mr. Dempsey says one of those "could see the light of day this year," and adds, "it might have consumer appeal."

Penton/IPC instituted rate increases of 4% to 5% in 1984 for most of its titles, and will examine another round of rate increases this fall for 1985.

MEDIA PROPERTIES

Magazines

Air Transport World, Chemical Engineering Catalog, Computer-Aided Engineering, Contracting Business, Foundry, Government Product News, Handling & Shipping Management, Heating/Piping/Air Conditioning, Hydraulics & Pneumatics, Industry Week, Lodging Hospitality, Machine Design, Material Handling Engineering, Materials Engineering, Modern Office Procedures, New Equipment Digest, Occupational Hazards, Power Transmission Design, Precision Metal, Production Engineering, Progressive Architecture, Restaurant Hospitality, School Product News, Used Equipment Directory, Welding Design & Fabrication, Welding Distributor.

Other Media

Direct response cards, directories, annuals and Management Personal Time, a magazine network sell based on demographics.

OTHER PROPERTIES

Animated films, C&A Investments, Curtin & Pease (direct mail marketing), list sales, Mail-Tel Service, market research, Penton/IPC Press (graphic services), Penton Learning Services, Penton Exhibition Division, Pittway Real Estate, Saddlebrook Resorts.

Playboy Enterprises

Revenues	1983	1982
Media	$158,500,000	$165,900,000
Other	$35,200,000	$44,200,000
Total	$193,700,000	$210,100,000

Playboy Enterprises, Chicago, is the 59th largest U.S. media company, with media property revenues of $158.5 million in fiscal 1983, ended June 30, 1983, down 4.5% from 1982.

Media revenues accounted for 84% of total 1983 revenues of $193.7 million, compared with 1982 when media properties represented 79% of the total.

Publicly held Playboy reported a net loss of $17.5 million for 1983, its second straight down year. However, the 1983 figure was an improvement over 1982's $51.7 million loss.

Playboy and *Games* magazines and the Playboy Channel provide the company's media contributions. About

We cure future shock.

Presenting the wrong results . . . because you've asked the wrong questions . . . of the wrong population? It's easy for research to go off target. That's why Chilton Research Services plans with expert care to be sure we know exactly **where** to look, exactly **how** to listen, and exactly **what to do** with what we see and hear.

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Do research any other way and you'll be caught unprepared for the future.

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Diagnosing the present is the best way to ensure a healthy future.

A good reputation is the best recommendation.

- **ABC News/ *Washington Post* Polls.**
  Public opinion surveys are conducted for ABC News and the *Washington Post*. On short notice — one hour to a half day — Chilton Research gears up for overnight turnaround of data on Lebanon, Grenada, the elections, even AIDS. The surveys use CATI, and a national probability computer-generated sample. Results are frequently reported on Nightline and Good Morning America.
- **Manufacturer Determines What Hispanics Drink.**
  An awareness and usage study is conducted annually among eligible Hispanics in top Hispanic population centers utilizing a telephone interview. Using an Hispanic Household Sample procedure developed by Chilton Research, telephone households are computer generated at the exchange level. All interviews are in Spanish.
- **N.Y. Stock Exchange Gains New Insight Into Investors.**
  A two-phase survey was undertaken to determine the incidence of stock ownership and to develop a profile of individual investors. In Phase I, computerized telephone interviews were conducted with a national sample of households to obtain information about ownership of stock by each member of the household. One adult shareholder was randomly selected to take part in Phase II, a mail phase of the project. This methodology enabled CRS to screen households on a national basis, and to collect detailed projectable data.

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PART OF THE ABC PUBLISHING COMPANIES

$150.2 million, or 93%, of Playboy's media revenues came from its publishing of the two magazines. The publishing segment's revenues in 1983 were down 9.2% from 1982 revenues of $165.3 million. Pre-tax income for publishing operations was $6.5 million in 1983, compared with $11.9 million in 1982.

The remainder, or $8.3 million, of the company's media revenues came from subscription fees earned by the Playboy Channel in the company's video segment. Revenues of $3.5 million attributed to programing produced for subscription tv systems and home video product sales were not included in ADVERTISING AGE's revenue totals for Playboy.

Playboy's video segment had revenues of $12.4 million, up from $584,000 in 1982. The segment posted a pre-tax loss of $2.3 million in 1983, compared with a $4.4 million loss the previous year.

Fiscal 1983 was a rough one for the company's flagship property, *Playboy* magazine. Total revenues for the magazine were $122 million, down 12.7% from 1982.

Playboy's circulation revenues declined $4.9 million on a yearlong volume decrease of 6.9 million copies, an 11.7% drop. Advertising revenues declined $13 million, or 281 fewer ad pages than in 1982. A cover price increase of 50 cents, to $3, with the October, 1982, issue partly offset the revenue declines.

The magazine's guaranteed rate base was lowered from 5 million to 4.4 million in January, 1983, and lowered again to 4.1 million, slightly more than half of which are subscriptions, in October, 1983.

The company attributes the declines in its flagship property to recessionary pressures on consumer and advertiser spending, but announced plans to revamp the 31-year-old magazine. Chairman Hugh Hefner and president Christie Hefner say those changes would include "clearer product positioning as a contemporary life style and service magazine and new targeted advertising campaigns" to enhance advertising and newsstand sales.

One of several top *Playboy* execs to leave the company last year was Henry Marks. In July, he resigned as senior vp-advertising to become associate publisher-advertising for *Rolling Stone* magazine. He was replaced by Charles Stentiford, previously with CBS Consumer Publications, New York.

The service-feature-oriented *Playboy Guides* publications, launched in 1980, were discontinued in the spring of 1983. Sent free to subscribers and sold on newsstands, the *Guides* were not profitable.

Advertising sales for its other consumer magazine, *Games*, which increased frequency to monthly from every-other-monthly in September, 1982, increased to $2.5 million, from $900,000 in 1982. The magazine's rate base was increased to 650,000, from 600,000, with the May, 1983, issue, and ad rates increased 6% with the October issue.

Playboy's activities in the video segment have been increasing, although they have not yet been profitable. The company's video segment ended fiscal 1983 with a net loss of $2.3 million on revenues of $12.4 million, compared with 1982's net loss of $4.4 million on $584,000 in revenues.

The center of attention in the company's video activities was the development of the Playboy Channel. Launched in November, 1982, it offers a mix of original programing and adult feature films. At the close of fiscal 1983, the Playboy Channel had 500,000 subscribing households. That number had reached nearly 700,000 by March, 1984.

The company also sells programing developed for the Playboy Channel to subscription tv systems and at retail in the form of videocassettes and discs. Revenues from these sources was $3.5 million in 1983.

MEDIA PROPERTIES

Cable/video

Playboy Channel.

Magazines

Playboy, Games.

OTHER OPERATIONS

Playboy Clubs International, Playboy Home Video, product sales and licensing.

Providence Journal Co.

Revenues	1983	1982
Media	$144,800,000	$132,500,000
Other	178,700,000	181,500,000
Total	$323,500,000	$314,000,000*

*Restated

Providence Journal Co., Providence, R.I., is the nation's 63rd largest media company with 1983 revenues from media operations of $144.8 million, or 44.5% of $323.5 million in total revenues. In 1982, the company had media revenues of $132.5 million, or 42% of total revenues.

The media operations of the company are diverse. It publishes the morning *Providence Journal*, the *Evening Bulletin* and the *Providence Sunday Journal*, owns WPHL-TV, Philadelphia, all-news radio stations WEAN-AM and WPJB-FM in Providence, and Colony Communications, the nation's 31st largest multiple system operator in 1982.

Its nonmedia operations consist of the Providence Gravure, which has four printing plants, in Texas, Illinois, Virginia and Rhode Island. The company is also involved in publishing the *Soap Opera Digest*, which reaches nearly 4 million readers.

The company's biggest property, with estimated 1983 revenues of $102 million, is the morning, evening and Sunday Providence newspapers circulated throughout Rhode Island and nearby communities of Bristol County, Mass. Combined ABC-audited circulation of the *Journal* and Bulletin was 214,034 in March 31, 1984, compared with 217,141 for the similar period in 1983. The Sunday paper demonstrated gains, however, moving from 245,958 in March, 1983, to 252,225 a year later, according to ABC audits.

Through its ownership of Colony Communications, Providence Journal Co. are now a major force in cable tv as well. With estimated revenues in 1983 of about $30 million, Colony has 187,500 basic subscribers and 180,000 pay.

Colony made headlines this year with its live coverage of two trials in Fall River involving a group of six men accused of raping a woman in a bar in New Bedford, Mass. Because of the trials' unpredictable schedules, Colony ran the coverage on an unused channel in its New Bedford system and on an alphanumeric message channel in the Fall River area.

Last year, a joint venture of Colony and Copley Press won the right to franchise a number of California communities. This year, it began construction of its new facilities for its Los Angeles County cable system, Copley/Colony Harbor Cablevision.

The facilities are expected to become the operations center for the franchise, which includes the San Pedro, Wilmington, Harbor City and adjacent Los Angeles County service areas. Colony also has won the right to franchise Costa Mesa, Cal., with a system that eventually will pass 33,500 homes.

In programing, the company's systems continue to receive awards and accolades for both their general and ethnic programing. Its Portuguese Channel is produced jointly with the local *Portuguese Times* newspaper and serves more than 70,000 Portuguese-Americans in the region.

Colony Electronic Information Services, a Providence Journal subsidiary, continues to produce two channels of advertiser-supported electronic videotex news and information—JTV 1 and JTV 2. JTV also has added computer-animated graphics and a colorful magazine page format, becoming the first teletext service in the nation to do so. JTV 1 consists of up-to-the-minute news briefs, 24 hours a day, while JTV 2 consists of entertainment and news features. In the evening it runs sports scores. Both JTV 1 and JTV 2 are available on Colony systems throughout the Providence-southeastern Massachusetts area.

Colony's systems continue to rebuild and upgrade both the hardware and the level of services provided to subscribers. The Greater Boston Cable Corp., a Colony system serving Woburn, Wilmington, Stoneham, Burlington and Billerica, Mass., has built 80 of a planned 140 miles of new plant and activated the first 10 miles. The company will continue to turn on 13 miles every month.

Subscribers to the system will be offered the Nashville Network, Lifetime, C-SPAN and CNN Headline News on the new, expanded basic service and the Disney Channel as a new pay option.

U.S. Cablevision Corp., a Colony system serving the Beacon-Poughkeepsie, N.Y., market area, is working with International Business Machines to interconnect the latest state-of-the-art computers using coaxial cable, enabling it to use computer-aided design and computer-aided manufacturing functions. It is also negotiating with Wang Laboratories to provide a dedicated 63-mile institutional network in Lowell, Mass. The company plans to market institutional services in major metropolitan areas, including Boston, Los Angeles, Miami, New York and Providence.

In cable advertising, Colony Interconnects, a subsidiary, signed its first interconnect agreement with Rollins Cablevision in the fall of 1983. The contract made way for an interconnection of Colony's systems in southeastern Massachusetts and Rhode Island with 16 of Rollins' systems in the same area. Colony Interconnects inserts commercials on Cable News Network, Entertainment & Sports Programming Network, MTV: Music Television, USA Cable Network and its own 24-hour a day movie service, Movietime.

Last year, Providence Journal Co. purchased the programing rights and some of the production equipment of WKBS-TV, Burlington, N.J., when the station's owner, Field Enterprises, Chicago, decided to liquidate the station's assets rather than sell the station. The price of the transaction was not disclosed.

Providence Journal Co. also is a major commercial printer through its Providence Gravure subsidiary. It provides offset and gravure printing, along with binding and mailing services at four printing locations for locally edited Sunday magazines, consumer publications, free-standing newspaper inserts for major retailers and mail order specialty catalogs.

MEDIA OPERATIONS

Broadcasting

TV: WPHL, Philadelphia. RADIO: WEAN (am) and WPJB (fm), Providence, R.I.

Cable/video

Colony Communications, serving CALIFORNIA: Harbor City, Lomita (partial interest), San Pedro, Wilmington. FLORIDA: Hialeah-Coral Gables (88.9%). MASSACHUSETTS: Fall River (84%), Lowell, New Bedford (86%), Woburn. NEW YORK: Beacon, Hyde Park, Lloyd, Monroe, Poughkeepsie. RHODE ISLAND: Hopkinton, Westerly. Multipoint distribution systems—MASSACHUSETTS: Boston, Springfield. RHODE ISLAND: Providence. Videotex system in Providence, R.I.-New Bedford, Conn. areas.

Magazines

Network Publishing Corp., publisher of *Soap Opera Digest.*

Newspapers

Providence Journal, Evening Bulletin, Sunday Journal.

OTHER OPERATIONS

Providence Gravure, Providence, R.I., wholly owned commercial printing subsidiary that includes Texas Color Inc., Dallas; Virginia Gravure Inc., Richmond, and Kable Printing Co., Mount Morris, Ill.

Pulitzer Publishing Co.

Revenues	1983	1982
Media	$242,000,000	$224,000,000
Other	—	—
Total	$242,000,000	$224,000,000

Pulitzer Publishing Co., St. Louis, is the country's 42nd largest media company, with 1983 revenues, all from media, estimated by ADVERTISING AGE at $242 million, up 8% from 1982. Newpapers provided 60% of revenues and broadcast properties 40%.

The company is privately owned, with the majority of stock held by Joseph Pulitzer Jr. and other members of the Pulitzer family.

According to company sources, the 10% increase in total sales in 1983 was accompanied by record profits.

During the past six months, Pulitzer's flagship operation, the *St. Louis Post-Dispatch*, has gone through perhaps the greatest metamorphosis in the paper's 105-year history.

Last year, the *Post* was an afternoon paper working in tandem with the morning St. Louis Globe-Democrat, owned by Advance Publications (S.I. Newhouse). In February, the *Post* switched to morning publication after independent publisher Jeffrey Gluck took over the *Globe-Democrat.*

In 1979, the *Post* and *Globe* merged business functions under a joint operating agreement, an arrangement sanctioned by the federal Newspaper Preservation Act to ensure the survival of competing dailies. But Pulitzer and Advance officials said the venture was continuing to lose money and in November, Advance announced its intention to close the *Globe-Democrat.*

However, the Justice Department intervened, sought a buyer for the *Globe* and eventually paved the way for Mr. Gluck to make his purchase. Nevertheless, the operating agreement continues, and Advance will share half of the *Post-Dispatch's* profits, losses and capital expenditures for the next 50 years.

When the *Post-Dispatch* switched to mornings on Feb. 27, 1984, it expected to lose circulation for a while, but circulation has risen steadily.

"We really underestimated the circulation strength," Nicholas G. Penniman IV, general manager, *Post-Dispatch*, says.

"We had every reason to believe it would drop temporarily," He says other newspapers that have made the move to mornings lost about 10% of their circulation initially, though they regained it within a year.

According to ABC Fas-Fax data, the *Post-Dispatch's* daily circulation at the end of the five-week period ended March 31, 1984, was 254,333 for the morning daily, up from 234,066 from the evening daily of the comparable period in 1983; Saturday morning was 247,346, up from 145,391; Sunday climbed to 489,169 from 461,222. (These are Fas-Fax revised figures from its March 31 statements which originally picked up only the paper's city zoned editions.)

Mr. Penniman views the positive results as more a reflection on the company's aggressive approach to the market than in scaring up new readers because they are dissatisfied with the *Globe's* performance. He notes in markets lacking strong mass transit systems that evening papers generally suffer more than morning papers, so the *Post-Dispatch's* increased circulation could be benefiting somewhat from this tradition.

Ad linage also increased sharply. For example, in March, the *Post-Dispatch* alone recorded 92% as much advertising as did the *Post* and *Globe* together in the similar period in 1983, officials said.

Meanwhile, Mr. Gluck claims to be making money with the *Globe*. That paper now is thinner and has less advertising than it did under previous ownership, but Mr. Gluck says he has reduced operating expenses, so there's still room for a profit. The demands of the *Globe*, according to Mr. Gluck, have left him with too little time to concentrate on another media property, the *Saturday Review*. He canceled the March-April issue and was in the process of selling the magazine in late May.

The *Post-Dispatch*, apparently determined to press its competitive advantage, is moving ahead with ambitious expansion plans on several fronts. It is pushing distribution boundaries farther into Missouri, Arkansas and southern Illinois. "Our goal is to get final editions into all major cities within a 150-mile radius," Mr. Penniman says.

The paper also seems to be advertising and promoting much more aggressively than in the past. It spent about $250,000 in institutional radio and tv advertising when it switched to the morning slot.

A promotional game launched late last year yielded 10,000 new subscribers. The newspaper plans to keep up the momentum with four, 10-week games this year.

In addition, the paper recently introduced a new total-market-coverage section called "You." It bears a striking resemblance to the *Globe's* now defunct "Living Midweek," a total-market-coverage section that was dropped when the paper changed owners. "You," a color broadsheet with features, columns and celebrity news, is dropped at some 500,000 homes in St. Louis city and county.

In 1983, Pulitzer completed its roster of five vhf and two uhf tv stations, the maximum allowed by the FCC. Early in the year, the company traded its largest broadcast property—KSDK in St. Louis—to Metromedia for stations in Greenville, S.C., and Winston-Salem, N.C., along with about $8.5 million in cash.

Then in June, 1983, it bought uhf stations in Fort Wayne, Ind., and Louisville, Ky., from Gannett Co. Pulitzer says it plans no more changes in its tv lineup.

In other arenas, however, Pulitzer apparently will continue its entrepreneurial efforts. It recently considered—then rejected—the purchase of a direct mail company and "we regularly look at eight to ten newspaper prospects a year," Mr. Penniman says.

Pulitzer recently started a small production company, Frank Popper Audiovisual Productions.

MEDIA PROPERTIES

Broadcasting

TV: KETV, Omaha, Neb.; KOAT, Albuquerque, N.M.; WGAL, Lancaster, Pa.; WLKY, Louisville, Ky.; WPTA, Fort Wayne, Ind.; WXII, Winston-Salem, S.C.; WYFF, Greenville, S.C.

RADIO: KKLT (fm) and KTAR (am), Phoenix.

Newspapers (dailies)

ARIZONA: *Arizona Daily Star* (Tucson). MISSOURI: *St. Louis Post-Dispatch.*

OTHER OPERATIONS

Sports Stats (80% interest), Frank Popper Audiovisual Productions.

RKO General Inc.

Revenues	1983	1982
Media	$175,700,000	$164,000,000
Other	159,700,000	127,800,000
Total	$335,400,000	$291,800,000

*Restated

RKO General Inc., a subsidiary of Gencorp, Akron, O., is the 53rd largest media company. Renamed from General Tire & Rubber Co., it had media revenues of $175.7 million in 1983, up 7.1% from 1982.

Media revenues, which represent 52.4% of total RKO revenues of $335.4 million, come from its broadcast division. The division's radio and tv properties had income of $18.6 million.

RKO's parent, Gencorp, generated revenues of $2.2 billion in 1983, compared with $2.1 billion in 1982. RKO is not consolidated in Gencorp returns. However, RKO would have ranked behind tires, aerospace-defense products and plastics in segmented revenues if included in Gencorp returns.

RKO comprises broadcast, soft drink bottling and a sizable investment in Frontier Airlines. Negative returns by the airline, however, dampened an otherwise strong year for RKO. After-tax losses for the air carrier totaled $9.9 million in 1983, down more than $22 million from 1982.

Competitive fare discounting, poor traffic demand and heightened competition in Frontier's hub market of Denver were cited for the poor showing.

In 1983, RKO weathered the storm of losing its license to operate WNAC-TV in Boston, ordered by the FCC in 1982 because of "improper activities." The company realized a net gain of $8.2 million from the sale of WNAC's assets to New England Television.

The company may find itself in another struggle, to keep KHJ-TV, Los Angeles, as the FCC's hearings are continuing on RKO's qualifications to run the station.

Despite setbacks, RKO forged ahead on the tv front, particularly with station WOR, New York, and KHJ, Los Angeles. RKO hopes to establish a leadership role for WOR with the addition of new programing along with upgraded public affairs programs.

WOR moved to Seacaucus, N.J., in 1983. Ground was broken early this spring on a new "state-of-the-art" broadcasting facility for WOR, according to RKO vp Steven Ellis.

Elsewhere in tv, RKO has received nationwide recognition for its award-winning series, "The Changing Family," introduced last year in New York, Los Angeles and Memphis.

In radio, 1983 was a year of "maturity" for its 12 owned-and-operated stations, a company spokesperson says. Two major format changes were made—WHBQ in Memphis and WRKO in Boston. Both stations went from music to news-talk, a format slow to reflect changes in ratings, but initial indications are that both stations will become market leaders, Mr. Ellis says.

Among fm stations, RKO owns ratings leaders WAXY in Fort Lauderdale, Fla.; WFYR, Chicago; WROR, Boston, and KRTH, Los Angeles. Also, WGMS, Washington, continues its prominence in the classical music area, and in New York, WRKS tops the city charts for urban-contemporary format and WOR leads in news-talk in New York.

RKO execs were disappointed in the performance of radio station KHJ, Los Angeles, and are deciding what to do with the station.

The company sold RKO Radio Sales in 1983.

The syndicated feature "Solid Gold Saturday Night" now is run by 225 stations and "Soap Opera Update" now plays on 210 stations, which could increase to 250 within a year.

RKO Pictures was active during the past year in the development and production of programs for national and international tv audiences and home video markets. Videogroup, a division of RKO Pictures, signed an exclusive agreement with the Royal Shakespeare Co. to bring its repertoire to worldwide tv and home video.

Aside from broadcast properties, RKO owns RKO Hotels and last year signed a management agreement with A. Cal Rossi Co. to develop and manage hotel properties. Currently, RKO/Rossi manages resort properties in Tucson, Ariz. and San Diego, Cal.

Another nonmedia property, RKO Bottlers, produces and distributes Pepsi-Cola, Dr Pepper and regional soft drinks in Ohio, Indiana, Tennessee, Virginia and West Virginia.

MEDIA PROPERTIES

Broadcasting

TV: KHJ, Los Angeles; WOR, New York; WHBQ, Memphis.

RADIO: KHJ (am) and KRTH (fm), Los Angeles; KFRC (am), San Francisco; WGMS (am, fm), Bethesda, Md.—Washington; WAXY (fm), Fort Lauderdale; WFYR (fm), Chicago; WRKO (am) and WROR (fm), Boston; WOR (am) and WRKS (fm), New York; WHBQ (am), Memphis. Also, RKO Radio Networks, New York.

OTHER OPERATIONS

Frontier Airlines, movie production, RKO Bottlers.

RCA Corp.

Revenues	1983	1982
Media	$2.090 bil.	$1.790 bil.
Other	6.890 bil.	6.450 bil.
Total	$8.980 bil.	$8.240 bil.

RCA Corp., New York, is the fourth largest media company with record media revenues of $2.09 billion in 1983, up 16.8% from 1982. All of the company's media dollars are generated from its National Broadcasting Co. operation.

NBC contributed 23.3% of total RCA's revenues of $8.98 billion in 1983, the latter figure of which was up 9% over the previous year. Pretax earnings from its NBC division gained 45% last year to a record $156.2 million.

All of NBC's operating units posted higher profits in 1983, when the NBC Television Network and the owned tv stations benefited from improved demographics and strong advertiser demand, RCA said in its annual report.

The NBC Radio division, encompassing the NBC, Source and Talknet networks and the owned am and fm stations, also increased its earnings last year, because expanded program services and audience growth. Its three networks are carried by more than 500 affiliates.

During the 1984 first quarter, RCA increased its net income by 73%, to $50.3 million, as revenues rose to a record $2.36 billion. As in the past, the company did not detail NBC's quarterly performance.

NBC enjoyed the highest profit in its history in 1983, when the tv network posted its 11th consecutive year of record ad sales despite less than satisfactory audience ratings. Part of its 1983 volume owed to NBC's coverage of the Super Bowl in January, 1983.

When the 1983-84 prime-time tv season ended, NBC had averaged a mere 14.9 rating for the 29 weeks. While that was the worst season-long A.C. Nielsen Co. rating for any network in 27 years, NBC did have some gains to tout, chiefly in demographic breakouts. Although ABC dominated the key prime-time demographic categories, NBC ranked second to ABC among males 18 to 34, 18 to 49 and 25 to 54. NBC ran third in the female groups, coming closest to runnerup CBS among females 18 to 49.

As NBC executives long have maintained, prime-time series such as "Hill Street Blues" and "Cheers" score highly among the young, urban, upscale audience "that advertisers find particularly attractive." The network's stronghold in the broad household ratings, meanwhile, is "The A Team," which began in January, 1983, and quickly moved ahead of ABC's longtime Tuesday anchor, "Happy Days." Last season, "The A Team" was NBC's No. 1 hit and the No. 4 series over-all, averaging a 24 Nielsen rating and a 35 share.

Last fall, NBC began further eroding ABC's longtime Tuesday ratings hold by building on "The A Team" lead-in with "Remington Steele" and, in the 1984 midseason, with "Riptide" (which ranked 16th for the season). NBC's other big raters were "TV's Bloopers & Practical Jokes" (No. 11) and the Monday night movie package (19th).

In other dayparts, NBC has been faring well on Saturday morning and late-night programing and has shown some improvements in evening news, daytime and early morning. In daytime as in prime time, NBC has languished in the ratings cellar for years, although this spring it has enjoyed something of a daytime comeback, closing the gap with ABC.

After dropping the dual anchor setup of Roger Mudd and Tom Brokaw in favor of Mr. Brokaw, NBC saw its evening newscast return to its runnerup position, albeit narrowly, over ABC in the ratings, although CBS through mid-April had increased its margin. However, NBC News suffered another in a long string of failures in the attempt to develop a successful prime-time news magazine. "First Camera" scored a dismal 6.4 rating and 10 share Sunday evenings, trounced by CBS' "60 Minutes" and consistently beaten by ABC's "Ripley's Believe It Or Not."

In early morning, "Today," NBC's onetime leader, has been second to ABC's "Good Morning America" for more than two years. "Today," however, has not only been increasing its margin over CBS' "Morning News" this spring but also eroding "Good Morning America's" lead somewhat.

NBC has dominated the Saturday morning children's ratings for no fewer than 33 consecutive weeks, topping CBS' old record of 31 straight wins 12 years ago. Its consistent Nielsen hits in this daypart have been "Smurfs" (the show that contributed most to NBC's change of fortune three years ago), "Mr. T," "Alvin & the Chipmunks" and "Amazing Spider-Man." NBC's strength among children during the past three seasons represents quite a turnaround from the 1970s, when the network was forced each year to scrap virtually its entire Saturday program roster.

In sports, NBC's major commitments are National Football League and major league baseball. This October's World Series will be the first under the six-year, nine-digit contract signed by NBC and ABC last year. NBC, paying more than $500 million for the Saturday baseball and rotating big-event coverage had even sought to become the only major league baseball network for a total $1 billion rights fee.

NBC currently is testing teletext, over-the-air text and graphics service offering news, sports and weather information and features as well as ad messages. The service is being tested at the World's Fair in New Orleans.

MEDIA PROPERTIES

Broadcasting

TV: NBC-TV Network, with 214 affiliates. NBC-owned stations: KNBC, Los Angeles; WMAQ, Chicago; WNBC, New York; WKYC, Cleveland; WRC, Washington.

RADIO: NBC Radio Network, The Source Network, Talknet. NBC-owned stations: KNBR (am) and KYUU (fm), San Francisco; WMAQ (am) and WKQX (fm), Chicago; WNBC (am) and WYNY (fm), New York; WRC (am) and WKYS (fm), Washington.

OTHER OPERATIONS

Hertz Corp., RCA Americom (satellite), RCA/Columbia Pictures International Video (home video), RCA consumer products division, RCA Records.

Reader's Digest Assn.

Revenues	1983	1982*
Media	$202,500,000	$199,300,000
Other	1.298 bil.	1.101 bil.
Total	$1.500 bil.	$1.300 bil.

*Restated

Reader's Digest Assn., Pleasantville, N.Y., is the country's 47th largest media company with 1983 U.S. media property revenues estimated by ADVERTISING AGE at $202.5 million, up 1.6% from last year's estimated media revenues of $199.3 million (restated).

Media revenues came from the U.S. edition of *Reader's Digest* and from Source Telecomputing, an electronic information service for personal computer users.

Reader's Digest is estimated to have provided 94.1% of the company's domestic media revenues. In addition, the company also derives substantial revenues from 41 editions in 17 languages.

Lila Acheson Wallace, who along with her husband, DeWitt Wallace, founded *Reader's Digest* in 1922, died May 8, 1984, three years after her husband's death. After the death of Mr. Wallace in 1981, Mrs. Wallace had gained control of all the voting stock. With her death, all voting stock of the company is to be administered by a trust. Most of the nonvoting stock, according to the company, is owned by foundations and employes.

Just before Mrs. Wallace's death, a major corporate shuffle occurred at Reader's Digest Assn., in which Edward T. Thompson, editor in chief, and John A. O'Hara, president, both trustees who between them controlled 50% of the voting stock, apparently were forced to resign.

Their resignation left the voting stock in the control of the two remaining trustees—Laurance S. Rockefeller, a former chairman of the Rockefeller Brothers Fund, and William J. Cross, who has become president and chief operating officer of Reader's Digest Assn.

Rumors reported in the press at the time of Mr. Thompson's resignation in mid-March (Mr. O'Hara's resignation followed a month later) indicated that an influential group within the company had become disenchanted with the magazine's straying from the *Digest's* original vision.

Following Mrs. Wallace's death, George V. Grune, previously publisher of *Reader's Digest*, was appointed chairmen-ceo, replacing Mr. O'Hara; Richard F. McLoughlin became vice-chairman, a new post, while William J. Cross became president-chief operating officer. The three, along with *Reader's Digest* editor Kenneth O. Gilmore, will make up the executive committee of Reader's Digest Assn.

Meanwhile, according to the terms of the DeWitt and Lila Wallace Trust, Messrs. Rockefeller and Cross will select four more trustees to help run the Reader's Digest Assn. The *New York Times* reported that insiders believe two of those are likely to be Messrs. Grune and Gilmore, and outsiders consider the remaining two slots will go to Donald C. Platten, chairman of the executive committee of the Chemical New York Corp., and its Chemical Bank, and Theodore F. Brophy, chairman and ceo of GTE Corp.

Most of the *Reader's Digest* editions are owned directly by Reader's Digest Assn., but several are licensed out. These include editions in Arabic, Czech, Hindi, Korean, English (India) and Spanish (Colombia). Of the total circulation of 30 million, 18 million is within the U.S. The worldwide economic slump has whittled these numbers down from record highs in the 1970s.

The circulation of the magazine has remained fairly stable over the past few years, although it took a dip in 1983 to 17,942,016 in the U.S., down from 18,171,628.

The stability is by design, notes a company spokesperson. "When you have the kind of circulation that we have, any major increase in the numbers could drive a number of advertisers out of the market," the spokesman says, pointing out that the rates could become too expensive for a number of advertisers. A typical four-color page in the magazine now runs $108,000.

Advertising, however, has been tracking the circulation drop. Ad pages fell nearly 6%, to 1,033, from 1982. At the same time, gross revenues dropped 3.2% to $101.6 million, according to Publisher's Information Bureau.

The ad picture has changed dramatically in the first six months of 1984, however. Total pages during the period jumped 5.7%, to 474.5 pages, compared with the same months in 1983.

Revenues in the period shot up 15%, to $41.3 million from January to June, 1984, compared with the corresponding months in 1983. The most dramatic turnaround came when ad pages jumped 19.6% to 85.6 pages in the June issue compared with the June, 1983, issue. Revenue that month alone rose 26% to $7.9 million.

The ad pages continue to be bolstered by special marketing inserts such as the eight-page detachable Better Life Guides from Campbell Soup Co.

Planned for February, 1985, is a special supplement titled "Helpful Eating: The Light Way."

Source electronic information service is Reader's Digest's other media operation in the U.S. It continues to be unprofitable, but has been undergoing steady growth and development since 1980, when Reader's Digest purchased an 80% stake in it.

As of April, 1984, Source had more than 55,000 subscribers. In March, it added 3,000 new subscribers to its list. Subscribers pay a $100 registration fee and are then charged for the time they are connected to the service—$20.75 an hour between 7 a.m. and 6 p.m., Monday through Friday, and $7.75 an hour for all other times.

A spokesperson for Source says there are six main categories of service available on the service: Communications, news and sports, business and finance, travel, games and consumer services. However, it also provides a service called Public, where members of Source can publish electronic newsletters or create services for other members to use.

During the past few years, Source has been aggressive in providing investment-related financial services to its subscribers. Last year, it began providing Stockcheck to allow subscribers to retrieve information on specific stocks and bonds from all the major exchanges by simply typing in the conventional Standard & Poor's symbol. Recently, it also added the Donoghue database, which provides comprehensive information and commentary about the money market and mutual funds. Information about other investment opportunities also is included.

Reader's Digest plans to concentrate on its magazine business. However, it will continue to develop its role in the publishing of books and records. The company expects Source to become profitable soon.

MEDIA PROPERTIES

Electronic publishing

Source Telecomputing.

Magazines

Reader's Digest.

OTHER OPERATIONS

Book publishing, educational materials, mail-order sales of music records and tapes.

Rogers Cablesystems

Revenues	1983	1982
Media	$139,000,000	$107,000,000
Other	—	—
Total	$139,000,000	$107,000,000

Rogers Cablesystems, Toronto, Canada, is the nation's 69th largest media company with 1983 net revenues, all from U.S. media properties, of $139 million, a 30.4% increase over $107 million in 1982. Operating income in 1983 was $57.4 million, compared with $38 million in 1982.

The company's U.S. operations consist of Rogers U.S. Cablesystems Inc. and Rogers Cablesystems of America Inc., the latter of which is half the former Rogers-UA Cablesystems.

(Figures in this profile have been converted from Canadian dollars at the yearend rate of C$1 equals 0.817 U.S. dollars).

RUSCI consists of eight franchise groups with 745,000 homes and 385,000 passed by cable. There are 154,000 basic subscribers and 232,000 pay. RUSCI's net revenue increased by $15.2 million, to $29.8 million in 1983.

The increased revenue resulted from new subscribers in newly developed cable areas. Also showing an increase was the annual net revenue generated per subscriber—up from $210.80 in 1982 to $239.78.

Rogers owned a 51% interest in Rogers UA Cablesystems until August, 1983, when the cable systems owned by Rogers UA Cablesystems were distributed to its shareholders. The distribution resulted in Rogers receiving 307,000 basic cable subscribers and 374,000 pay subscribers. The systems are centered around San Antonio, which has 164,000 basic subscribers and 291,000 pay. The remainder are located in other parts of Texas and six other southern states.

RCAI's net revenue increased 64%, to $109.7 million in 1983. Its operating income rose to $48.2 million, up 44% from 1982.

At the same time, annual net revenue per subscriber increased from $174.43 to $184.43.

Two areas were added to the company's operations during 1983, both of which are adjacent to existing systems. These areas include part of the city of Minneapolis and part of Multnomah

County, Ore.

The company successfully has introduced a new generation of technology in its new systems, says Edward S. Rogers, ceo, Rogers Cablesystems. It has done so without cost overruns or management problems. "The investment in the latest technology allows us to gain new sources of income such as pay per view," Mr. Rogers says.

During the past two years, the company has acquired expertise in programing and marketing pay-per-view services with good results in Portland, Ore., and Southern California. Revenues also are being generated from the sale of communications services to banks and other institutions and from the sale of advertising spots in satellite network services to local businesses.

Nonetheless, the company says it is facing substantial wholesale price increases in pay tv and specialized satellite services. In addition, many of the satellite services that were once available free from suppliers must now be purchased. Says the company, "Where franchise agreements currently prevent passing these costs on to subscribers, the company is actively seeking regulatory relaxation."

Efforts to seek such regulatory relief became a major controversy in Minneapolis when the company's request for rate increases was vetoed by Minneapolis Mayor Don Fraser, who thought that the city's new agreement amounted to a "one-way give-back" of contract provisions. However, the week after the mayor's veto in February, the city council unanimously voted to override the mayor's actions, thus allowing Rogers to increase its rates for its premium movie channels and to shift some programs to its more expensive tiers. Rate changes were implemented on April 1, 1984.

Rogers also is seeking changes in Portland, Ore., where it has notified the cable office it is seeking to expand its franchise boundary to include unincorporated areas east of the city. If approved, the company would have control over one of the fastest growing urban-suburban zones in the state.

Amidst all this, Rogers is setting up a new management structure for its U.S. operation. It has named Robert Clasen, vp-U.S. operations, as head of all U.S. divisions. At the same time, it has reorganized its southern division operations (formerly part of Rogers-UA Cablevision) into three divisions: Rogers Cablesystems Central, Rogers Cablesystems West and Rogers Cablesystems of Texas.

MEDIA PROPERTIES

Cable/Video

U.S. Cablesystems, serving CALIFORNIA: Huntington Beach (50% interest), La Mirada, Rossmoor. MINNESOTA: Minneapolis (southwest suburbs, 75% interest). NEW YORK: Syracuse (67% interest). OREGON: Portland (50% interest). UA-Columbia Cablevision, serving ARIZONA: Yuma. ARKANSAS: Bay, Bonanza, Fort Smith, Greenwood, Hackett, Jonesboro, Lake City, Luxura, Manila, Osceola, Roland. CALIFORNIA: Brawley, Calexico, El Centro, Hotville, Imperial, Westmoreland. COLORADO: Aspen, Basalt, Rifle, Snowmass. FLORIDA: Fort Pierce, Vero Beach. KANSAS: Marysville, Pittsburg. MASSACHUSETTS: North Attleboro, Taunton. NEBRASKA: Beatrice. NEW JERSEY: Allendale, Bloomingdale, Bogota, Butler, Cedar Grove, Clifton, Elmwood Park, Garfield, Glen Rock, Hackensack, Haledon, Hasbrouck Heights, Hawthorne, Hillsdale, Ho-ho-kus, Kinnelon, Lincoln Park, Little Falls, Lodi, Maywood, Midland Park, Montville, North Caldwell, North Haledon, Nutley, Oakland, Paramus, Park Ridge, Passaic, Pequannuck, Pompton Lakes, Prospect Park, Ramsey, Ridgewood, Ringwood, Riverdale, River Edge, Rochelle Park, Saddle Brook, South Hackensack, Teaneck, Totowa, Upper Saddle River, Waldwick, Wanaque, Wayne, Washingon Township, West Paterson, Westwood, Wood-Ridge, Wyckoff. NEW MEXICO: Alamagordo. NEW YORK: Ardsley, Bellport, Bronxville, Brookhaven, Dobbs Ferry, Eastchester, Elmsford, Greenburg, Hastings-on-Hudson, Irvington, Lake Grove, New Rochelle, Patchogue, Pelham, Pelham Manor, Scarsdale, Tuckahoe, White Plains. OKLAHOMA: Arkoma, Krebs, McAlester, Muldrow, Sallisaw. OREGON: Hermiston, Pendleton, Pilot Rock, Stanfield. TENNESSEE: Fayetteville, Lawrenceburg, Pulaski. TEXAS: Alamo Heights, Balcones Heights, Balinger, Baxar County, Castle Hills, Cibolo, Comol County, Converse, Fort Sam Houston, Gainesville, Guadelupe County, Hill City Village, Hollywoood Park, Kirby, Laredo, Leon Valley, Live Oak, Miles, Mount Pleasant, Mount Vernon, Pittsburg, Randolph Air Force Base, San Angelo, San Antonio, Schertz, Selma, Terrell Hills, Universal City, Windcrest, Winters. WASHINGTON: Kennewick, Pasco.

Rollins Inc.

Revenues	1983	1982
Media	$82,000,000	$69,200,000
Other	$362,200,000	$457,300,000
Total	$444,200,000	$526,500,000

Rollins Inc., Atlanta, the 99th largest media company in 1983, had media revenues of $82 million for fiscal 1983 ended June 30, out of total revenues of $444.2 million. Media revenues were up 18.5% over 1982, but total revenues were down 15.6%.

Midway in its current 1984 fiscal year, Rollins took a major reorganizational step by moving to split itself into three new independent entities, including a communications division covering broadcast, cable tv and outdoor advertising.

At the midpoint of the fiscal year, the media revenue total was $45 million, compared with $40.1 million for the comparable period a year earlier, an increase of 12%. The returns were keeping pace with performance in 1983, which was up 2% in broadcasting, 47% in cable tv and 13% in advertising.

Pending government approval, Rollins will become three separate organizations: Rollins Inc., consisting of Orkin Pest Control Co. (termite and other vermin extermination) and Rollins Protective Services Co. (fire and intrusion alarms); Rollins Communications Inc. (broadcast, cable and outdoor advertising), and RPC Energy Services Co. (oil and gas field service).

"The reorganization will separate three basically dissimilar businesses—consumer, media and oil and gas services—and enable management of each business to concentrate its energy and skills on the respective business," says vp H. Tim Crow.

"In addition, the board believes that the aggregate value of the individual businesses exceeds the value placed upon Rollins Inc. as a whole by the equity markets. The reorganization will enable each business to be valued similar to comparable companies in the marketplace."

Rollins' various cable tv franchises are grouped under the collective title Rollins CableVue.

In its cable tv operations, Rollins is striving for maximum efficiency through several means, including developing markets it knows well from past experience, such as Philadelphia; building cable franchises in the nation's most compact and densely populated areas, such as Southeastern New England, and determining what viewers want to see on specific markets, as in Wilmington, Del.

In the case of Philadelphia, Rollins prepared bids for that city's four franchises of 155,000 homes each, submitting those bids in January, 1983. To Rollins, Philadelphia was of particular interest for cable, according to Mr. Crow, because "we know and understand the Philadelphia market." But in November, the city elected a new mayor, and he chose to re-initiate bidding, starting the process over.

The company is committed to active development of its cable tv operations in Delaware, Rhode Island, Connecticut and Massachusetts. For 1983, Mr. Crow characterizes growth of its cable tv systems in Delaware and Connecticut as "internal" and growth in Rhode Island and Massachusetts as "external," through the building of new franchises.

In May, 1983, Rollins circulated a 10-choice ballot to its Wilmington-area subscribers, asking them to pick their favorites for cable viewing. Reports Mr. Crow, "The results were successful in planning our programing."

MEDIA PROPERTIES

Broadcasting

TV: WCHS, Charleston-Huntington, W.Va., WEAR, Mobile, Ala.-Pensacola, Fla.; WPTZ, Plattsburg, N.Y.-Burlington, Vt.

RADIO: KDAY (am), Santa Monica, Cal.; WAMS (am), Wilmington, Del.; WBEE (am), Harvey, Ill.; WCHS (am) and WBES (fm), Charleston, W.Va., WRAP (am), Norfolk-Portsmouth, Va.

Cable/video

CONNECTICUT: Community Television System (90% interest), serving Branford, East Haven, Guilford, Madison, North Branford, North Haven, Wallingford. DELAWARE: Bellefonte, Elsmere, Hockessin, Newark, Newcastle City, Newport, Wilmington. MASSACHUSETTS: Rollins CableVision of Southeast Massachusetts Inc. (90% interest), serving Andover, Blackstone, Dracut, Franklin, Middleton, Millis, North Reading, Norton, Plainville, Somerset, Swansea. RHODE ISLAND: Bellevue CableVision Inc. and Narragansett CableVision Corp., serving Central Falls, Cumberland, Lincoln, Narragansett, North Kingstown, North Smithfield, Smithfield, South Kingstown, Woonsocket.

Outdoor Advertising

Rollins Outdoor Advertising Inc., Atlanta.

Sammons Communications

Revenues	1983	1982
Media	$94,000,000	$81,000,000
Other	—	—
Total	$94,000,000	$81,000,000

Sammons Communications, Dallas, is the nation's 91st largest media company, with revenues in 1983 of $94 million, all in media. This represented an increase of 16% from 1982. The company is a wholly owned subsidiary of the privately owned Sammons Enterprises.

Sammons is the nation's 12th largest multiple system operator, with systems in 21 states. At last count it had 593,000 basic subscribers and 461,000 pay subscribers. A company spokesman says the remaining basic subscriber potential for the company is about 365,000.

Even though Sammons is not active in its franchising efforts, it continues to emphasize a strategy of consolidation. "But we're always in the market for a good purchase," the spokesman says. This year, Sammons acquired the assets of cable tv systems serving the Texas communities of Dumas and Sunray from Warner Amex Cable Communications. The systems together serve about 3,000 basic subscribers and are close to other Sammons' systems in the Texas Panhandle.

Since that time, the company has reached an agreement with Storer Cable Communications for the acquisition of 13 Fort Worth, Tex., area systems. The 13 systems represent 15,000 basic subscribers in an area ringing Fort Worth, which is served by Sammons.

Amid all this, Sammons is proceeding with an ambitious plan of upgrading and rebuilding its systems. Its largest rebuilding plan involves boosting the channel capability from 22 to 54 at its Harrisburg, Pa., system, which has been in existence since the early 1950s. The two-year construction program initially will increase the number of available channels from 22 to 30. Currently, 57,000 basic subscribers are on the system, about 70% of homes passed. About 44% of subscribers also take pay tiers. The Harrisburg rebuild is one of the largest single-system rebuilds attempted in the country.

Sammons' Fort Worth system is being constructed on schedule, the company says, with nearly 80% completed. The company has purchased the shares of a number of investors in the system, thus increasing its own equity to 81%.

Early this year, Sammons withdrew from a cooperative cable advertising campaign being organized through the Council for Cable Information and subsequently withdrew from the organization. While sources pointed to the company's displeasure with the campaign, the company itself wouldn't comment.

MEDIA OPERATIONS

Cable/video

ALABAMA: Lannett, Moulton, Russellville. CALIFORNIA: Burbank, Ceres, Glendale, La Crescenta, Sylmar, Turlock, Whittier. CONNECTICUT: Waterbury. FLORIDA: Live Oak. GEORGIA: West Point. ILLINOIS: Dwight, Jacksonville, Ottawa, Pontiac, Streator. INDIANA: Logansport. IOWA: Estherville, Graettinger. KENTUCKY: Middlesboro. LOUISIANA: Vidalia. MISSISSIPPI: Brookhaven, McComb, Natchez. MISSOURI: Neosho. NEW JERSEY: Dover, Morristown, Pleasantville. NEW YORK: Cortland, East Hampton, Gloversville, Johnstown, Penn Yan, Wellsville. NORTH CAROLINA: Black Mountain, Canton, Clyde, Montreat, Waynesville. OKLAHOMA: Clinton, Elk City. PENNSYLVANIA: Bensalem, Easton, Emmaus, Falls Township, Fleetwood, Harrisburg, Morrisville, Oil City. TENNESSEE: Bristol, Elizabethton, Johnson City, Morristown, Newport. TEXAS: Benbrook, Borger, Dumas, Duncanville, Fort Worth, Highland Park, Pampa, Sunray, University Park. VIRGINIA: Covington, Petersburg. WASHINGTON: Ephrata, Moses Lake, Othello. Also, Sammons Productions.

Scripps-Howard

Revenues*	1983	1982
Media	$750,600,000	$670,600,000
Other	56,680,000	56,900,000
Total	$807,280,000	$727,500,000

*Consolidated revenues of E.W. Scripps Co. and Scripps-Howard Broadcasting for '83-'82.

Scripps-Howard, the trade name ascribed to E.W. Scripps Co. and Scripps-Howard Broadcasting, is the nation's 17th leading media company with estimated media revenues of $750.6 million, or 93% of total revenues of $807.28 million in 1983.

Media revenues in 1983 comprise the largely newspaper operations of E.W. Scripps Co., which ADVERTISING AGE estimated had $650 million in media revenues, and the tv, radio and cable operations of Scripps-Howard Broadcasting, which contributed media revenues of $100.6 million.

The two companies were combined in this fourth annual 100 Top Media issue because the companies themselves are seeking common identity. The two share common ownership and many of the same directors and executives, the difference being that Cincinnati-based E.W. Scripps Co. is private and Cleveland-based Scripps-Howard Broadcasting is public and has been since 1963. E.W. Scripps Co., however, owns 70% of the broadcasting company's stock.

Media revenues in 1983 compared with combined media revenues of $670.6 million in 1982 for an increase of 11.9%. Combined total revenues in 1983 were 11% above total revenues of $727.5 million in 1982.

E.W. Scripps Co.

Two years after sales of United Press International, its financially troubled wire service, E.W. Scripps once again is expanding its holdings. New corporate executives have been appointed to improve its public image and the marketability of its products.

Although the publisher and supplier of newspaper services suspended publication of one of its 16 daily newspapers in 1983, it acquired five additional weeklies and began manufacturing newspaper distribution equipment.

In 1878, Edward Willis Scripps started pulling together his network of communications companies. In 1907, he founded United Press International, which grew to be the second largest wire service in the world. It was sold to Media News Corp. in 1982. ADVERTISING AGE estimates UPI suffered losses of $7 million in 1980 and $8 million in 1981.

During the past year, funds partially generated from the $180 million UPI sale enabled the acquisition of three weekly Florida newspapers, *Destin Log, Jensen Beach Mirror, Port St. Lucie Mirror*, and two Kentucky papers, *Mt. Washington Star* and *Pioneer News*. This brings Scripps' weekly newspaper total to 28 with a combined circulation of 563,000.

However, "a continuing decline in circulation and readership" caused the company to suspend publication of one daily, *Memphis Press-Scimitar*. According to Robert K. Doerr, Scripps' communications director, from 1973 to 1983 circulation dropped from 127,000 to less than 80,000. Mr. Doerr says much of the defunct paper's news-gathering and publication equipment is now in use at another Memphis daily owned by Scripps, the *Commercial Appeal* (circulation: 195,000 daily and 280,000 Sundays).

Mr. Doerr is one of four company executives Scripps hired during 1983 and 1984 to help the company improve and expand. Charged with enhancing the company's image, he helped develop six page ads appearing in the *Wall Street Journal* promoting products and services under the heading of the company's now official trade name, Scripps-Howard.

One ad pictures a family at leisure. A woman is watching one of Scripps-Howard's six tv stations via one of its eight cable services. Her husband reads a Scripps-Howard newspaper as his son, wearing earphones, listens to one of seven radio stations while leafing through the "World Almanac" (published by Scripps-Howard). A little girl is snuggling her Snoopy and Garfield dolls.

The toys generate royalties paid by manufacturers that borrow cartoon characters owned by Scripps-Howard's United Features Syndicate.

Another exec, Banks Leonard, is now in charge of special publications produced by the Houston-based subsidiary, Cordovan Corp., which publishes 12 city business journals and several sportsman periodicals. Mr. Leonard also oversees Scripps' media service companies such as United Media Enterprises, the world's largest syndicate and features service, which include such diverse enterprises as Tele-Log of Atlanta (suppliers of tv listings to newspapers, magazines and cable tv systems), Scripps-Howard News Service, the "World Almanac" and Berkley-Small Inc., of Mobile, Ala., a supplier of newspaper racks. Scripps-Howard recently formed Berkley-Small Mfg. in Medina, O., to make newspaper racks.

Mr. Doerr says a graphics expert also was positioned at the company's executive level to introduce new color graphics technology to its newspapers, which now are headed by Bill Burleigh. Formerly of the *Cincinnati Post*, Mr. Burleigh took retiring George Hanna's place as vp-general editorial manager for the company's newspapers, which include the *Post* and Scripps' two largest circulation dailies: *Rocky Mountain News* (daily: 315,500, Sunday: 356,000) and *Pittsburgh Press* (daily: 255,000, Sunday: 609,000).

The *Stuart* (Fla.) *News* recently became a morning publication and expanded from six to seven days a week, operating from a new facility. The combined circulation of all Scripps daily newspapers is about 1.5 million.

Scripps-Howard Broadcasting

Scripps-Howard Broadcasting is putting its major thrust behind cable, although it is poised to conclude negotiations for its seventh tv station—its meat-and-potatoes business. The company's revenues of $100.6 million in 1983, all in media, represented a 5.2% increase over 1982. Net income, however, dropped by 11%, to $17.6 million. The decline was brought on by nonrecurring gains from the 1982 sale of radio station WNOX-AM, Knoxville, Tenn.

Cable revenues more than doubled from $2.5 million in 1982 to $6.2 million. In 1981, cable revenues totaled only $351,000. Nonetheless, broadcasting (tv and radio) still accounted for 95% of the company's operating revenues in 1983, down slightly from its previous year's percentage.

Scripps-Howard appointed Gilles R. Champagne in 1984 to direct cable tv and telecommunications ventures, which are slated to continue to expand as systems now being installed become available to new cable subscribers. New telecommunications ventures so far have meant an agreement with Knight-Ridder Newspapers to introduce Viewtron videotex in Denver, Pittsburgh and Memphis in the future, and a recent investment in cellular telephones with McCaw Communications of Bellevue, Wash.

The publicly held company increased subscribership in wholly owned and partnership cable systems to more than 72,000 last year and expects the total to surpass 120,000 by the end of this year because of a franchise agreement in Sacramento, Cal., says Donald L. Perris, president of the broadcast entity. Hopes are that within four years the company will have 400,000 total subscribers in its affiliated systems.

The company is expected to spend some $16 million this year on cable system construction.

The Sacramento cable package, described as a "large and desirable franchise" by Mr. Perris, was landed late last year by a syndicate made up of Scripps-Howard, Cablevision Systems Development Co., owned by tv entrepreneur Charles Dolan, and Sacramento investors. Scripps-Howard and Mr. Dolan's company each own 47.5% of the franchise. The local investors own the rest.

Landing the franchise culminated a lively scramble for the Sacramento-area cable rights. The race featured some fancy footwork by Mr. Dolan, who is known in the industry for an entrepreneurial spirit and innovative dealing. In 1982, Sacramento officials turned aside a bid by Mr. Dolan's Cablevision company and awarded the package to United-Tribune, a joint venture between United Cable and Tribune Cable.

But contract negotiations between the city and the company broke down last summer and the bidding was reopened. Mr. Dolan re-submitted his bid with Scripps-Howard as a partner and won the race to wire the 350,000-home area. "The first subscribers in the Sacramento system will be on line sometime this summer," Mr. Perris says.

Elsewhere in cable tv, the Southern Connecticut Cablevision System, also a partnership with Mr. Dolan, has some 55,000 subscribers, or almost one-quarter of the homes in the state, according to Mr. Perris. The system currently is the largest single area of Scripps-Howard cable operations.

The company added to its Colorado cable operations last year by acquiring systems serving the communities of Fort Lupton, Louisville, Loveland and Parachute, bringing total subscribers there to 20,000.

In tv broadcasting, Scripps-Howard's strong suit, the company recently announced it is acquiring KNXV, an independent in Phoenix, from New Television Corp. of Phoenix for $26 million. Acquisition of the station brings Scripps-Howard to its full complement of seven tv stations allowed by the FCC.

In another development, the FCC granted permission for construction of a 1,900-ft. transmitter tower in Tulsa, Okla., as part of a joint venture with A.H. Belo Co. of Dallas. The tower will serve Scripps-Howard's KJRH in Tulsa along with a Belo-owned station by improving transmissions and increasing the viewership area by 15%, Mr. Perris says.

MEDIA PROPERTIES

Broadcasting

TV: WCPO, Cincinnati; WEWS, Cleveland; WMC, Memphis; WPTV, West Palm Beach, Fla.; KJRH, Tulsa; KSHB, Kansas City; KNXV, Phoenix. RADIO: KMEO (am, fm), Phoenix; WMC (am, fm), Memphis; KUPL (am, fm), Portland, Ore.; WBSB (fm), Baltimore.

Cable/Video

CALIFORNIA: Tulare County, Sacramento (47.5% interest). COLORADO: Lafayette, Longmont, Fort Lupton, Louisville, Loveland, Parachute. FLORIDA: Volusia County, De Bary, Leesburg, Lake County. MICHIGAN: Ann Arbor, (50% interest).

Newspapers (dailies)

ALABAMA: *Birmingham Post Herald.* CALIFORNIA: Daily News Tribune (Fullerton). COLORADO: *Rocky Mountain News* (Denver). FLORIDA: *Hollywood Sun Tattler, Stuart News.* INDIANA: *Evansville News.* KENTUCKY: *Kentucky Post* (Covington). NEW MEXICO: *Albuquerque Tribune.* OHIO: *Cincinnati Post, Columbus Citizen Journal.* PENNSYLVANIA: *Pittsburgh Press.* PUERTO RICO: *San Juan Star.* TENNESSEE: *Commercial Appeal* (Memphis), *Knoxville News-Sentinel.* CALIFORNIA: *Daily News Tribune* (Fullerton).

Newspapers (nondailies)

CALIFORNIA: *Alhambra Post-Advocate, Anaheim Hills Journal, Brea Advocate, Commerce Tribune* (Montebello), *East Los Angeles Gazette, East Los Angeles Tribune, Fullerton Forum, La Habra Advocate, Montebello News,* (Monterey Park), *Placentia Journal, Pico Rivera News, Post-Advocate/San Gabriel Progress, Santa Fe Springs News, South San Gabriel/Rosemead Progress, West Whittier Independent, Yorba Linda Journal.* FLORIDA: *Courier-Journal* (Jupiter), *Courier-Journal News Shopper* (Jupiter), *Destin Log, Jensen Beach Mirror, Port St. Lucie Mirror, Stuart-Port St. Lucie Shopper* (Stuart). INDIANA: *Sunday Courier & Press* (Evansville). KENTUCKY: *Grant County News* (Williamstown), *Kentucky Standard* (Bardstown), *Mt. Washington Star, Pioneer News.*

Seattle Times Co.

Revenues	1983	1982
Media	$135,000,000	$116,500,000
Other	——	——
Total	$135,000,000	$116,500,000

Seattle Times Co., Seattle, is the nation's 70th largest media company, with revenues in 1983 estimated by Advertising Age at $135 million, all from newspaper properties.

A privately held business owned by Seattle's Blethen family (50.5%) and Knight-Ridder Newspapers (49.5%), Seattle Times Co. operates two newspapers, the *Seattle Times* and the *Union-Bulletin*, published in Walla Walla, Wash.

In 1982, the *Seattle Times* and the *Seattle Post-Intelligencer*, a Hearst Corp. property, merged their advertising and circulation departments under a Joint Operating Agreement, which gives the *Times* 66% of the papers' combined revenues, and the *Post-Intelligencer* 34%.

The agreement had been challenged by the publishers of suburban papers and a Seattle newsmagazine, but after the agreement was upheld by the Justice Department, the opponents decided not to appeal.

The *Times* dropped its morning edition under the agreement, and the Sunday *Post-Intelligencer* became an insert to the *Times.* These adjustments have contributed largely to declines in the *Times'* circulation, says W.J. Pennington, president-publisher of the paper.

As of March 31, 1984, the *Times'* Monday-through-Friday circulation stood at 226,038, off 23,615 from a year earlier.

Sunday circulation was 473,155, about 30,000 fewer than the *Times* had told advertisers to expect.

Mr. Pennington says much of the slippage is attributable to a 50% increase in ad rates for the Sunday paper following the implementation of the JOA and to the end of the *Times'* daily morning edition. Just a few months before the JOA went into effect, the *Times* had forced its readers in Seattle's outlying areas to take the morning edition in lieu of the regular afternoon paper. Some 12,000 of those subscribers were lost in the switch back to a p.m. edition after the JOA, according to Mr. Pennington.

Harold Fuhrman, *Times*, senior vp-general manager, says the *Times* also encountered more resistance to the combined Sunday edition from readers of the *Post-Intelligencer*, and he says there were more people who subscribed to both papers than research had indicated.

The *Times'* ad linage also is down, but only slightly. For the first 17 weeks of 1984, the number of column inches of ads in the daily *Times* was 723,000, off 2% from the similar period in 1983. The total for the Sunday paper dropped 9%, to 330,000 column inches.

Mr. Fuhrman says many advertisers reduced or eliminated their space in the Sunday paper because they didn't want or need to reach readers who formerly had subscribed only to the *Post-Intelligencer*, and he says about 50% of the ads sold so far under the JOA have been combined buys. "We've done much better than our goals," Mr. Fuhrman says.

Mr. Pennington notes the *Times* hasn't kept pace with the rapid growth of the suburbs and attributes that partially to stiff competition in Seattle's suburbs. In the past couple of years, both the *Everett Herald* and the *Bellevue Journal-American* have added Sunday editions. But Mr. Pennington notes changes in the wind. For example, the *Times* enjoys its highest penetration in Bellevue, an affluent city that has begun to outgrow its former status as one of the bedroom communities surrounding Seattle.

To boost readership in the suburbs, the *Times* has added to the zoned editions it distributes each Wednesday, and the paper's management is talking with advertisers about increasing the frequency of its total market coverage supplements from monthly to weekly. But Mr. Pennington says the *Times* isn't considering any "extraordinary" advertising or promotions to raise circulation. "We're not unhappy where we are," he says.

MEDIA PROPERTIES

Newspapers (dailies)

WASHINGTON: *Seattle Times, Walla Walla Union-Bulletin.*

Southern Progress Corp.

Revenues	1983	1982
Media	$110,000,000	$100,000,000
Other	——	——
Total	$NA	$NA

Southern Progress Corp., Birmingham, Ala., is the 81st largest media company, with media revenues estimated by Advertising Age at $110 million in fiscal 1983, ended Nov. 30. This represents about a 10% increase from the 1982 estimate of $100 million.

The privately held company, whose publications include *Progressive*

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Farmer and *Southern Living*, declined to release total corporate revenues, but Emory Cunningham, chairman-president, says the Oxmoor House book publishing division "is the fastest-growing division in our company, including our media operations."

The company's only national magazine, *Decorating & Craft Ideas*, is undergoing a name change to *Creative Ideas*, effective July 1, 1984. Since its purchase from Tandy Corp. in 1975, the magazine has moved from quarterly to monthly, and has increased its circulation rate base to 725,000. *Creative Ideas'* editorial focuses on the how-to instruction of crafts, food and home decorating.

The company's flagship publication, *Progressive Farmer*, more than 95 years old, also is one of the country's oldest continually published magazines. The primary editorial focus is farm production and management, seasoned with life-style sections.

Effective Jan. 1, *Progressive Farmer's* circulation rate base dropped from 625,000 to 525,000, and regional publication was reduced to four from five regions in the South. Ad pages were up about 5% during the first half of 1984, says publisher Jerry Jehle.

"The lowering of the rate base was by design," Mr. Jehle says. "Like all farm magazines, we must keep circulation in line with the farm population, and over the years there have been sharp decreases in the number of farm units."

The restructured regional editions reflect agricultural breakdowns by region rather than by state line as had been established in the five previous regional editions. *Progressive Farmer* covers cotton, soybeans, peanuts, tobacco, cattle and hogs.

"By restructuring the regional editions, we achieved internal production efficiencies, and defined agricultural regions by crop rather than geographic regions. Agricultural crops don't stop at state lines," Mr. Jehle says.

The company's most profitable publication, *Southern Living*, continues to grow by using the editorial formula it has been using for 18 years: Home and family, community and travel information that enhances living in the South. "We've had 18 consecutive years of circulation growth, so we think we're very much on target with our editorial," says publisher Jim DeVira, who claims there is no direct competitor. "We feel very confident we have an enduring editorial format."

The figures bear out the company's strategy. The circulation rate base is 2.2 million, up slightly over 1982, and ad pages were up 54 pages, to 1,509, with 1,600 pages projected for 1984.

Southern Progress Corp. also added three radio stations to its syndicated radio show, bringing the total to 88. The program provides agricultural business news to farmers in Arkansas, Louisiana, Mississippi and Missouri.

In other developments, Emory O. Cunningham was named chairman of the board and retains his previous office of president.

MEDIA PROPERTIES

Magazines

Creative Ideas, Delta Report, Destinations, Progressive Farmer, Southern Living, Southern Supermarket.

Broadcasting

Progressive Farmer Radio Network.

OTHER OPERATIONS

Ag Response, Agra Data, Oxmoor House book publishing, Progressive Farmer Insurance Service, Southern Living House Plan Service, Southern Living Cooking School, Sunland Plans.

Stauffer Communications

Revenues	1983	1982
Media	$77,458,000	$63,952,702
Other	10,742,000	6,247,298
Total	$88,200,000	$70,200,000

Stauffer Communications, Topeka, Kan., reestablished itself as one of the country's 100 largest media companies, ranking 100th in 1983, with revenues from media properties of $77.5 million.

The company's return to the list after a one-year absence is attributed to an increase of 21.1% in media revenues, the result of several changes in company holdings.

Media properties account for 87.9% of the company's total operating revenues of $88.2 million, which represents a 25.6% increase over 1982. Net income increased 23.1%, to a reported $4.8 million for the year.

Ridding itself of two properties that continuously failed to meet the company's earnings expectations, Stauffer acquired *Daily Ardmoreite*, an Ardmore, Okla., newspaper in February, 1983, and Grit Publishing & Printing Co., Williamsport, Pa., in March, 1983. *Ardmoreite* recorded a profit and the *Grit* Sunday newspaper and periodical operations broke even for the year.

Stauffer sold KARZ (am) in Phoenix to Tom Chauncey, Phoenix, and KGBX (am) in Springfield, Mo., to Alfred C. Sikes & Associates, Springfield.

Newspapers and magazines were the two media segments showing growth at Stauffer. Newspapers contributed $50.4 million in revenues, up from $44.7 million in 1982; magazines, via the acquisition of *Grit*, delivered weekly by school children to 775,791 subscribers, contributed $9.4 million in revenues, up from $300,000 in 1982 when *Capper's Weekly* was the company's only entry in the magazine segment.

A steady increase in revenues is apparently in the picture for Stauffer. Company president Stanley Stauffer says, "The company is on target to receive $100 million in operating revenues for 1984."

Stauffer sees its future growth also coming through acquisition. "We are targeting newspapers and television stations primarily," Mr. Stauffer says, adding that Stauffer is "still interested in relatively small cable systems and good combined am/fm radio stations, if we can find them."

On March 1, 1984, the company purchased *Brainerd Daily Dispatch*, circulation 14,214, published weekday evenings and Sundays in central Minnesota's lake resort country. According to Stauffer's annual report, the company is enthusiastic about the growth potential of its newest daily newspaper market.

In addition to its media-related properties, Stauffer owns three Computer Patch computer retail stores; Capper's Insurance Service and Communications & Signaling, which markets security systems and small business telephone systems.

In 1983, Stauffer named four new assistant vps: David A. Belilies, publisher, *Grand Island* (Neb.) *Independent*; Robert D. Fromme, manager, Kansas City Royals Radio Network; Lee Porter, publisher, *Daily Ardmoreite*, and Rockford E. Smith, manager, Stauffer Media Systems.

MEDIA PROPERTIES

Broadcasting

TV: KCOY, Santa Maria, Cal.; WIBW, Topeka, Kan.

RADIO: WIBW (am, fm), Topeka; KGNC (am, fm), Amarillo, Tex.; KRNT (am), KRNQ (fm), Des Moines, Ia.; KGFF (am), Shawnee, Okla. Kansas City Royals Radio Network (broadcast to 110 stations).

Cable

Total TV of Amarillo (system 50% owned with Marsh Media, Amarillo).

Newspapers (dailies)

COLORADO: *Glenwood Post*. KANSAS: *Topeka Capital-Journal, Pittsburg Morning Sun, Newton Kansan, Arkansas City Traveler*. MICHIGAN: *Hillsdale Daily News, Holland Sentinel*. MINNESOTA: *Brainerd Daily Dispatch*. MISSOURI: *Hannibal Courier-Post, Independence Examiner, Marshall Democrat-News, Maryville Daily Forum, Nevada Daily Mail, Blue Spring Examiner*. NEBRASKA: *Beatrice Daily Sun, Grand Island Independent, York News-Times*. OKLAHOMA: *Daily Ardmoreite* (Ardmore), *Shawnee News-Star*. SOUTH DAKOTA: *Brookings Register, Yankton Daily Press & Dakotan*.

Newspapers (nondailies)

PENNSYLVANIA: Sunday Grit, Williamsport.

Magazines

KANSAS: *Capper's Weekly Topeka*. PENNSYLVANIA: *Grit*, Williamsport.

OTHER PROPERTIES

Capper's Insurance Service, Communications & Signaling, Computer Patch stores in Joplin, Mo.; Topeka and Arkansas City, Kan., Stauffer Media Systems.

Storer Communications

Revenues	1983	1982
Media	$458,900,000	$379,300,000
Other	—	—
Total	$458,900,000	$379,300,000

Storer Communications, Miami, is the 23rd largest media company in the country, with revenues of $458.9 million in 1983, all generated by the company's cable and broadcast operations. The total is an increase of 21% from 1982.

However, the company slipped to a loss of $39.7 million for the fiscal year ended Dec. 31, a sharp drop from the $9.2 million net income posted in 1982, which, in turn, was a steep decline from the $31.9 million in net income of the previous year.

Management blamed the loss—Storer's first in more than a decade—on a 35% increase in depreciation charges and a 32% rise in interest expenses. Storer promises both areas will improve significantly in 1984 and future years, and is taking steps to shed all but its most cost-effective properties.

During 1983, Storer continued the policy of retrenchment started in 1982. It acquired no new cable franchises and put several systems it owned up for sale.

The company's strategy, according to corporate chairman Peter Storer, was to get rid of systems that were geographically isolated or drains on corporate investment.

"We have been out of the franchising business for 2½ years," he says. "This has been the year when we have been completing the clustering of our existing franchises."

In 1983, the company sold cable franchises in four communities in Colorado and five in Florida. It is trying to wrap up sales of other systems in Maryland, Pennsylvania and Texas. A franchise in the Minneapolis area has been optioned to Rogers Cablesystems, and another near the same city also is tagged for divestiture. In May, 1984, Storer agreed to sell its two systems in Virginia (Chesterfield County and Fort Belvoir in Leesburg) and a system in Northern Prince Georges County, Md. to a group of local investors for $49 million.

While profitability was nonexistent, revenues were at an all-time high, with both the broadcasting and cable divisions producing record revenues. Cable tv operations accounted for 63.5% and broadcast stations the remainder.

Storer owns and operates seven tv stations. In 1983, it serviced about 1.38 million basic cable subscribers representing 620 communities in 18 states. That was an increase of about 208,000 subscribers from 1982. Storer lost nearly 17,000 subscribers from the sale of cable systems in Colorado and Florida last year.

The tv division, which turned in net revenues of $167.8 million in 1983, was hurt by the recession because of its base in vulnerable industrial cities, including Detroit, Toledo, Milwaukee, Cleveland and Boston. But with the economy on the mend, sales in all these markets except highly industrial Cleveland have been expanding since the end of last year.

With a cautious eye on pay tv, Storer used its independent station WSTK-TV in Boston as a base for a new satellite-delivered New England Sports Network featuring the Boston Red Sox and the Boston Bruins. The cable sports network was launched this spring. A potential subscription base of 150,000 is expected.

Eventually, the network will expand to include feature sports, talk and interview shows and telecast rights to other sporting events.

Storer's cable division brought in more than $290 million in net revenues in 1983. Last year, the company eliminated its Dallas regional office, leaving it with three regional headquarter cities—Atlanta, Phoenix and Fairfax, Va.

Storer got out of another marginally productive commitment in January when it and three partners—Cox Communications, Tele-Communications Inc. and Times Mirror Co.—sold their Spotlight pay tv system to Showtime. Storer took a pre-tax loss of $1.28 million in disposing of its interest in the system, which had never become as profitable as was hoped.

Rate increases also figured into the plan to boost profitability. Local approval was given last year for rate hikes for about 300,000 subscribers. Storer has targeted an additional 700,000 customers for increases this year, pending approval.

MEDIA PROPERTIES

Broadcasting

TV: KCST, San Diego; WAGA, Atlanta; WSBK, Boston; WJBK, Detroit; WJKW, Cleveland; WTVG, Toledo, O., and WITI, Milwaukee.

Cable/video

Storer Cable Communications, serving ALABAMA: Montgomery, Prattville (includes Clanton and Sylacauga), Troy (includes Brundidge, Baldwin County, Fairhope, Geneva, Bay Minette, Daphne, Slocumb, Samson, Elba, Florala). ARIZONA: Glendale (80% interest), Mesa, Peoria/Buckeye (80% interest), Phoenix. ARKANSAS: Little Rock (80% interest, includes Cammack Village). CALIFORNIA: Anaheim/Villa Park, Banning, Fairfield (includes Solano County, Suisun), Fortuna, Hermosa Beach, Laguna Beach (includes Orange County, San Clemente, San Juan Capistrano), Norcal (includes Sonoma, Napa Valley, Rohnert Park, St. Helena, Monterio), Ojai, Roseville, Union City, Ventura. CONNECTICUT: Clinton (includes Old Saybrook, Durham, Haddam, Killingworth, Chester, Deep River, Essex, Westbrook), Groton (includes Ledyard, North Stonington, Stonington, Voluntown), New Haven (includes West Haven, Hamden). DELAWARE: Dover (includes Camden, Dover Air Force Base, Smyrna, Wyoming, Kent County), Rehobeth (includes Lewes, Rehobeth Beach). FLORIDA: Altamonte Springs (80% interest, includes Seminole County, Lake Mary), Dade/Broward (includes Biscayne Park, El Portal, Miami Shores, Miramar, North Miami, North Miami Beach, Pembroke Park, Pembroke Pines), Hollywood (75% interest), Lehigh Acres, Polk/Levy, Port Charlotte (includes Arcadia, North Port, Charlotte County, Punta Gorda), South Dade, Venice, West Pasco. GEORGIA: Albany, Adel, Americus, Ashburn, Bainbridge, Camilla, Cordele, Cook County, Dawson, Dougherty County, Donalsonville Moultrie, Nashville, Pelham, Sparks, Sylvester, Tifton, Tift County, Vienna. KENTUCKY: Bowling Green, Campbell County, Covington, Jefferson County (80% interest, excluding Louisville), Newport. MARYLAND: Howard/Elliott (80.5% interest), Prince Georges, Salisbury/Pocomoke. MINNESOTA: Bloomington, Fridley, northwest suburbs of Minneapolis (80% interest, includes Golden Valley, Plymouth, Brooklyn Park, Brooklyn Center, New Hope, Osseo, Robbinsdale, Crystal, Maple Grove), St. Cloud (includes Sartell, Sauk Rapids, Sterns County, Waite Park), St. Louis Park. MISSOURI: Florissant (80% interest). NEW JERSEY: Burlington, Cinnaminson (80.3% interest, includes Delanco, Palmyra, Riverside, Riverton), East Windsor/Brunswick, Gloucester (93.3% interest, includes Woodbury, Clayton, Deptford Township, East Greenwich, Glassboro, Greenwich, Mantua National Park, Paulsboro, Wenonah, Westville, West Deptford Township, East Greenwich, Glassboro, Greenwich, Mantua National Park, Paulsboro, Wenonah, Westville, West Deptford, Woodbury Heights), Hackettstown (includes Lambertville, Washington Township, Mansfield, Mount Olive, Independence, West Amwall Township and New Hope, Pa.), Plainfield, Plainsboro. OREGON: Clackamas, Washington County (includes Banks, Beaverton, Cornelius, Durham, Forest Grove, Hillsboro, King City, Lake Oswego, Sherwood, Tigard, Tualatin). PENNSYLVANIA: Radnor. SOUTH CAROLINA: Charleston (90.4% interest, includes Berkley County, Charleston Air Force Base, Charleston County, Colleton County, Goose Creek, Hanahan, Isle of Palms, Mount Pleasant, Naval Weapons Station, North Charleston, Sullivan's Island, Summerville Marine Corps Air Station, Walterboro). TEXAS: Bay Area, Dallas/Fort Worth-North, Dallas/Forth Worth-East, Dallas/Fort Worth-South, Houston, New Harris County.

Taft Broadcasting

Revenues	1983	1982
Media	$140,800,000	$125,100,000
Other	240,200,000	233,100,000
Total	$381,000,000	$358,200,000

Taft Broadcasting Co., Cincinnati, is the nation's 66th largest media company with media property revenues totaling $140.8 million for the 1983 fiscal year ended March 31, up 13% from 1982.

Broadcasting properties accounted for all of the company's media revenues, or about 37% of Taft's total revenues of $381.0 million, a total up 6.4% from the previous year.

Of the company's total operating profit of $79.1 million, Taft's seven tv stations and five am and six fm radio stations contributed $50.1 million, or 63%. While the company's total net revenues and operating profits were up 6% in fiscal 1983, broadcasting's operating profits gained 10%.

Taft's tv stations generated $110 million in revenue during the fiscal year, up 16% from the previous year; its radio stations brought $30.2 million in revenues, up 3%. For consistency, the figures used to rank Taft in this issue are for fiscal 1983 even though the company just concluded its 1984 fiscal year March 31.

During fiscal 1984, its broadcast group showed much stronger growth. Net revenues for Taft's broadcast group rose 22% to $171.5 million. The broadcast group's operating profit for 1984 was $58.1 million, up 16%. The company's total net revenues in fiscal 1984 rose to $453.8 million, up 19%, and total operating profit increased 11.6%.

Taft, which put its first radio station on the air in 1939 and brought tv to Cincinnati in 1949, always has considered communications its core business. For awhile, it was involved in building and operating amusement parks, but recently the company signaled that it was ready to turn its attention back to communications.

In April, 1984, Taft sold its three domestic theme parks—and one still under construction—for $167.5 million to Kings Entertainment Co., an independent investors group that included some of Taft's own Attractions Group management.

Sold in the transaction were Kings Island near Cincinnati, Kings Dominion near Charlotte, N.C., and Hanna Barbera Land near Houston. Taft, however, kept Canada's Wonderland in Toronto. The company said it would reinvest $5 million in the new venture and retain one-third equity.

Taft's chairman-ceo, Charles S. Mechem Jr., calls the sale a critical step in the company's goal of concentrating its resources on the expansion of its communications operations.

Taft often has expressed its hope that the FCC would lift its limit on the number of tv and radio stations a single company could own. Barring that, officials say their strategy is to improve existing properties and to trade up from small-market operations to larger ones.

The company has taken several steps in that direction during the past year. It moved into Miami—the 13th largest market—early in 1983, when it acquired vhf independent WCIX-TV from General Cinema Corp. in trade for WGR-TV in Buffalo and $70 million in cash and notes.

It is also making several changes in its radio roster. In fiscal '83 it sold KQV (am) in Pittsburgh. Then in March of this year, Taft finalized the purchase of two Portland radio stations, KEX (am) and KKRZ (fm), from Golden West Broadcasting for $8 million.

Also, it has announced plans to buy WSUN (am) in the Tampa/St. Petersburg market from Plough Broadcasting. WSUN has a stronger signal than WDAE (am) in Tampa, which Taft already owns. It intends to sell WDAE to Gannett Co. to comply with FCC ownership rules.

Finally, Taft plans to sell its two Buffalo radio stations, WGR (am) and WGRQ (fm), to CRB Broadcasting of New York. All pending transactions are subject to negotiation of final agreements and FCC approval.

Taft officials say the amusement parks sale also gives them the financial flexibility to take advantage of emerging opportunities in new technologies such as satellite networking and cellular radio.

In September, the company acquired 21.5% interest in VideoStar Connections, the nation's leader in point-to-multipoint videoconferencing, and 22.5% interest in Midwest Mobilephone Corp., an Indianapolis-based company that develops cellular radio service.

Taft and Tele-Communications Inc., Denver, jointly own 15 cable systems in Michigan and New England. Of 238,000 homes passed, the systems have 150,000 basic and 68,000 pay subscribers. These systems are being upgraded, and Taft says it would consider limited expansion of its cable holdings.

Taft has its limit of tv properties with five vhf and two uhf stations and in recent years it has developed them aggressively.

Three of Taft's four network affiliates—WKRC-TV in Cincinnati, WDAF-TV in Kansas City and WBRC-TV in Birmingham—have top-rated news shows. And two of its independents—WCIX-TV, Miami, and WTAF-TV, Philadelphia—rank as the top independent stations in their markets. WTAF's rights to broadcast Philadelphia Phillies baseball games is cemented by Taft's 47.5% ownership of the team.

Taft's Entertainment Group owns several production companies and one programing distribution company, Worldvision Enterprises, which handles tv series such as "Love Boat," "Barnaby Jones" and "Little House on the Prairie."

Two of Taft's production subsidiaries, Hanna-Barbera and Ruby-Spears, provide the bulk of the networks' Saturday morning cartoons. In addition, Taft Entertainment, which produces films and live-action tv shows, recently announced a joint venture with Keith Barish Productions to do nine movies in the next three years.

Taft's teletext experiment, Electra, still is in test at WKRC in Cincinnati. In a partnership arrangement, Zenith Electronics Corp. sells decoders to people in Cincinnati who want to receive Taft's electronic newspaper. But only about 150 decoders have been sold during the past six months.

MEDIA PROPERTIES

Broadcasting

TV: WBRC, Birmingham, Ala.; WCIX, Miami; WDAF, Kansas City, Mo.; WKRC, Cincinnati, and WTVN, Columbus, O.; WTAF, Philadelphia; WDCA, Washington.

RADIO: KEX (am) and KKRZ (fm), Portland, Ore., WDAE (am) and WYNF (fm), Tampa, Fla.; WDAF (am) and KYYS (fm), Kansas City, Mo.; WGR (am) and WGRQ (fm), Buffalo; WKRC (am) and WKRQ (fm), Cincinnati, and WTVN (am) and WLVQ (fm), Columbus, O.; WDVE (fm), Pittsburgh.

Cable/video

Through TCI-Taft Cablevision Associates, Taft owns 50% interest in the following systems: CONNECTICUT: Lakeville. MASSACHUSETTS: Cape Cod, Nantucket. MICHIGAN: Alpena, Battle Creek, Brighton, Charlevoix, Cheboygan, Muskegon, Niles, Ontonogan, Petoskey, Saginaw, St. Joseph, Ypsilanti. NEW HAMPSHIRE: Lebanon.

OTHER OPERATIONS

American Microwave (50%), Black Entertainment Television (20%), Midwest Mobilephone Corp. (22.5%), Philadelphia Phillies baseball team (47.5%), Taft Entertainment Co., Taft-TCI Programs (50%), VideoStar Connections (21.5%), Worldvision Enterprises.

Tele-Communications Inc.

Revenues	1983	1982
Media	$347,300,000	$265,600,000
Other	21,100,000	17,000,000
Total	$368,400,000	$282,600,000

Tele-Communications Inc., Denver, was the nation's 25th largest media company in 1983 with $347.3 million in media revenues, up 30.8% from 1982. Media revenues were 94% of total revenues of $368.4 million.

At yearend, TCI owned or managed cable systems serving 2.8 million basic subscribers and 1.9 million pay tv subscribers. Of these, nearly 170,000 homes were equipped with addressable converters.

Basic subscribers increased nearly 26% in 1983, while pay subscribers showed an increase of more than 39%, according to the company.

Regarding future growth, TCI recently noted it had commitments totaling more than $60 million for the purchase of cable systems in the coming months. In the past year, the company spent more than $216 million on acquisitions.

TCI, which earns about 6% of its total revenues from microwave operations, spun off its microwave subsidiary in the early part of 1984. It also sold several of its cable systems for a total of $45.3 million, resulting in a net gain of $5.75 million.

TCI's hectic pace in 1983 seems geared for duplication in 1984. In March, the company announced it had completed negotiations with Warner Amex Cable Communications for the purchase of its cable system in Pittsburgh for $93.4 million. TCI agreed to buy the franchise with its 74,000 basic and 55,000 pay subscribers subject to approval by the Pittsburgh city council.

That approval may face rough sledding because TCI has indicated that it may cut back on services in Pittsburgh. According to John Sie, senior vp, TCI, the company would have to scrap Warner's Qube system in Pittsburgh to make the system profitable.

During 1983, TCI purchased all the outstanding stock of Liberty Communications, several cable companies from Tele-Media for a price estimated at $145 million, and CableScope Inc., a unit of Cowles Media Co.'s Buffalo Media Inc. for $41.5 million.

The company also made several single-system acquisitions: Two Oakland, Cal., systems (23,000 subscribers) from Group W Cable for $15 million; Marquette, Mich. (16,000 subscribers) for $10 million, and Southern Illinois Cable TV (12,717 basic and 6,550 pay subscribers) for $9 million. Lenfest Communications is a 44% partner in the Oakland systems.

TCI continues to be involved in franchising bids, the most recent being in Baltimore, a 300,000-household city, where it competed with Cox Cable Communications and United Cable Television Corp. TCI dropped out after initial bidding and the franchise was awarded eventually to Cox.

TCI has been involved in a variety of joint ventures during 1983. In the Bay Area, it teamed up with five other multiple system operators to form the Bay Area Cable Advertising Cooperative. The co-op will represent systems that claim an aggregate of 300,000 basic cable subscribers. In the Midwest, TCI is involved in Sports Time, a pay cable network that is being offered to subscribers in several states. The other partners in the project are Anheuser-Busch Cos. and Multimedia Inc.

Amid all this, TCI has not been without its problems. Its major challenge came when the Richland County board gave it 90 days, ended Feb. 14, 1983 to clear up a plethora of problems with its Columbia, S.C., franchise—including picture quality and the existence of only one converter store. Failing that, the board threatened to revoke the TCI franchise, which passes about 25,000 homes and has about 14,500 subscribers.

At press time, TCI had obtained a delay in the revocation vote to complete correction of the problems.

MEDIA PROPERTIES

Cable/video

ALABAMA: Arab, Boaz, Centre, Hartselle, Homewood (80% interest), Jacksonville, Piedmont. ALASKA: Benton (50% interest). CALIFORNIA: Berkeley, Brisbane (84% interest), Carson, Daly City (84% interest), Fremont (90% interest), Grass Valley, Inglewood, Lake Wildwood (80% interest), Millbrae, Oceanside, Pacifica, Penn Valley, Pomona, San Carlos, San Mateo (86% interest), South Lake Tahoe, Sunnyvale. FLORIDA: Daytona Beach (99% interest), Key West, Titusville. GEORGIA: Carrollton (87% interest) and Columbus. IDAHO: Ammon, Burley, Idaho Falls (25% interest), Iona, Preston. ILLINOIS: Alorton (86% interest), Alton, Cahokia (86% interest), Canton (80% interest), Carbondale, Centreville (86% interest), Chanute Air Force Base, Chicago (Chicago Cable Communications), Coal City, Dixon, East St. Louis (86% interest), Manteno, Marion, Mattoon (50% interest), Mokena, Morris, North Utica, Peotone, Piper City. INDIANA: Attica, Bloomfield, Bloomington, Bonnville, Carmel, Delphi, Elwood, Fowler, Franklin, Greencastle, Greenfield, Greensburg, Hartford City, Jasper, Lebanon, Linton, Martinsville,, Monticello, Mount Vernon, New Castle (80% interest), Princeton, Richmond, Salem and Sullivan. KANSAS: Andover, Augusta, Bonner Springs, Caney, Coffeyville, Derby, Dodge City, El Dorado, Fredonia, Garden City, Garnett, Goddard, Hesston, Iola, Kansas City, Leavenworth, Newton, Ottawa, Park City, Peabody, Rose Hill, Topeka. KENTUCKY: Dawson Springs, Fulton, Henderson, Pineville, Princeton, Providence and Winchester. MARYLAND: Cumberland, Elkton. MASSACHUSETTS: Waltham. MICHIGAN: Baraga Village, East Jordan, Niles. MINNESOTA: Albany, Albert Lea (80% interest), Alexandria, Austin (80% interest), Browerville, Browns Valley, Clarissa, Faribault, Glenwood, Long Prairie, Melrose, Moorhead, Ortonville, Osakis, Park Rapids, Sauk Centre, Staples, Wadena. MISSISSIPPI: Brandon (80% interest). MISSOURI: Cape Girardeau, Centralia, Clinton, Grandview, Hannibal, Hazelwood, Huntsville, Jackson, Jefferson City, Knob Noster, Mexico, Moberly, Monroe City, Mountain Grove, Republic, Vandalia. MONTANA: Anaconda, Billings, Bozeman, Butte, Deer Lodge, Dillon, Glendive (50% interest), Havre, Helena, Lewistown, Livingston, Miles City. NEBRASKA: Broken Bow, Grand Island, Hastings, Kearney, Kimball, LaVista, Lexington, McCook, North Platte, Ogallala, O'Neill, Scottsbluff, Sidney. NEVADA: Battle Mountain, Carson City, Elko, Hawthorne. NEW JERSEY: Beach Haven, Bound Brook, Elizabeth, Gloucester City (50% interest), Parlin, Sayreville. NEW MEXICO: Artesia, Carlsbad, Eunice, Hobbs, Jal. NEW YORK: Kingston, Orangetown, Poughkeepsie, Schenectady (87% interest), Spring Valley. NORTH CAROLINA: Elkin (50% interest), Marion, Mount Airy (50% interest). NORTH DAKOTA: Grand Forks, Minot. OHIO: Barnesville, Bethesda, Bridgeport, Cadiz, East Liverpool, Golf Manor, Hamilton, Hanover Township, Holloway, Irondale, Marion, Martins Ferry, Middleton, Mingo Junction, Shadyside, Steubenville, Warren, Wheeling Township. OKLAHOMA: Duncan, Enid, Marlow, Muskogee, Owasso. PENNSYLVANIA: Ambridge, Carnegia, Castle Shannon, Clarion, Dormont, Etna, Kane, Lebanon (20% interest), McKeesport, McKees Rocks, Mechanicsburg, Monessen, Penn Hills Township, Perkasia (20% interest), Phoenixville (16% interest), Pottstown (20% interest), Red Lion, State College, Towanda, West View. SOUTH CAROLINA: Bennettsville, Richland County. SOUTH DAKOTA: Mitchell (50% interest), Rapid City, Sioux Falls (50% interest), Sisseton. TENNESSEE: Knox County, Knoxville, Manchester, Memphis (44%), Shelbyville, Soddy-Daisy. TEXAS: Albany, Breckenridge, Clifton, Corpus Christi, De Leon, Eastland, Huntsville, Lake Jackson, Mart, Mineral Wells, Range, Refugio (99% interest), Vernon, Woodsboro (99% interest). UTAH: Centerville, Clearfield, Clinton, Davis County, East Carbon, Farmington, Grantsville, Kaysville, Layton, Nephi, Ogden, Park City, Price, Provo, Salt Lake City, Smithfield, Sunset, Tooele, Utah County, West Ogden, West Valley, Woods Cross. VERMONT: St. Albans. VIRGINIA: Culpepper, Orange. WASHINGTON: Airway Heights, Anacortes, Bellingham, Bremerton, Burlington, Deer Park, Olympia, Poulsbo, Wilbur. WEST VIRGINIA: Chester, Gassaway, Logan, Moundsville, New Cumberland, Parkersburg, Summersville, Weston, Wheeling. WISCONSIN: Madison (33% interest), Richland Center. WYOMING: Cody, Lander, Laramie, Powell, Riverton, Thermopolis, Worland.

Other media operations

Tele-Communications Inc. owns a 50% interest in Taft-TCI, which in turn holds interest in Black Entertainment TV. Also, it operates National Telefilm Associates (74% interest).

International Thomson Holdings

Revenues	1983	1982
Media*	$608,612,000	$462,287,000
Other	——	——
Total	N/A	N/A

*Revenues from properties held in U.S.

International Thomson Holdings, the principal U.S. subsidiary of International Thomson Organisation, London, ranked 19th among U.S. media companies in 1983 with aggregate operating revenues from U.S. media properties of $608.6 million, a 32% increase in media over the previous year.

Contributing to media revenues for ITO are Thomson Newspapers, Toronto, Ont., which has extensive newspaper operations in the U.S., and its sister company, International Thomson Organisation, the trade magazine group.

The two Thomson media companies, both private like the rest of the worldwide company, are united in this issue because ownership of both is controlled by the Thomson family (Lord Thomson of Fleet). The family has a 61% stake in Thomson Newspapers, down from 72% in 1982, and a 73.5% interest in International Thomson Organisation, down from 82% in 1982.

Thomson Newspapers publishes 84 daily newspapers and four weeklies with a combined circulation of 1.3 million for the dailies. Revenue was $281.6 million in 1983, up 10.9% from the previous year. Operating income was $113.3 million, up 16.6% from 1982.

During the year, Thomson Newspaper bought two properties, *Waukesha* (Wis.) *Freeman* and the *Daily Tribune* of Wisconsin Rapids, Wis., and closed the *Antelope Valley Daily Ledger Gazette*, Lancaster, Cal. In 1984, the company has acquired the *Express*, in Easton, Pa., and the *Daily Spectrum*, St. George, Utah.

Most development is expected to be in the U.S., since there is a possibility of legislation in Canada on the concentration of ownership. Thomson owns 53 daily and weekly newspapers in Canada.

In December, 1983, charges alleging the company's newspaper operations acted illegally in Montreal, Ottawa, Winnipeg and Vancouver were dismissed. The charges had been filed in May, 1981, under the Canadian Combines Investigation Act.

International Thomson Holdings, the magazine and book publishing arm, had total operating revenue in the U.S. of $327.0 million from its magazine interests, up 57% from 1982. ADVERTISING AGE does not count books as media.

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publishing through its purchase of *American Banker* and *Bond Buyer* for $58.7 million.

The company, through International Thomson Business Press, began operations in the U.S. in the 1970s and has grown through acquisitions and launches. *Medical Economics*, one of the company's most successful trade magazines, had an estimated $20 million in ad revenues from more than 4,000 ad pages during 1983.

Further acquisitions can be expected during 1984, as the company's stated aim is to expand its media and information services, leaving oil and natural resources on the back burner for now.

MEDIA PROPERTIES

Magazines

American Banker, Big Farm Weekly, Building Trades Journal, The Bond Buyer, Brandon's Shipper & Forwarder, CableVision, Consumer Electronics, Computer Merchandising, Contemporary OB/GYN, Designfax, Diagnosis, Diagnostic Medicine, Geriatric Medicine Today, Hospital Development, Hosital Equipment & Supplies, Huebner's Tooling & Production, Liquor Guide, LIST, Medical Economics, New Electronics, Nursing Opportunities, Pacific Shipper, Physician, Practice 83, Purchasing World, Radio Communicatons Report, RN, Software Merchandising, Veterinary Economics, Veterinary Medicine/Small Animal Clinician, Ward's Auto World, Ward's Automotive Reports, The Weekly Bond Buyer.

Newspapers (dailies)

ALABAMA: *Dothan Eagle, Enterprise Ledger, Opelika-Auburn News.* ARIZONA: *Douglas Daily Dispatch.* ARKANSAS: *Northwest Arkansas Times* (Fayetteville). CALIFORNIA: *Barstow Desert Dispatch, Eureka Times-Standard, Oxnard Press-Courier, San Gabriel Valley Tribune* (West Covina), *Siskiyou Daily News* (Yreka), *Whittier Daily News.* CONNECTICUT: *Ansonia Evening Sentinel.* FLORIDA: *Clay Today* (Orange Park), *Jackson County Floridian* (Marianna), *Key West Citizen, Punta Gorda Daily Herald-News.* GEORGIA: *Cordele Dispatch, Dalton Daily Citizen-News, Griffin Daily News, Thomasville Times-Enterprise, Tifton Gazette, Valdosta Daily Times.* ILLINOIS: *Jacksonville Journal Courier, Mount Vernon Register-News.* INDIANA: *Kokomo Tribune, New Albany Tribune.* IOWA: *Council Bluffs Nonpariel, Oelwein Daily Register.* KANSAS: *Atchison Daily Globe, Levenworth Times.* KENTUCKY: *Corbin Times-Tribune.* LOUISANA: *Lafayette Daily Advertiser.* MARYLAND: *Salisbury Daily Times.* MASSACHUSETTS: *Fitchburg Daily Sentinel and Leominster Enterprise, Taunton Daily Gazette.* MICHIGAN: *Adrian Daily Telegram, Escanaba Daily Press, Houghton Daily Mining Gazette, Iron Mountain Daily News, Marquette Mining Journal.* MINNESOTA: *Albert Lea Evening Tribune, Austin Daily Herald.* MISSISSIPPI: *Laurel Leader-Call.* MISSOURI: *Cape Girardeau Southeast Missourian, Carthage Press, Sikeston Daily Standard.* NEW HAMPSHIRE: *Portsmouth Herald.* NEW YORK: *Herkimer Evening Telegram, Newburgh Evening News, Oswego Palladium-Times.* NORTH CAROLINA: *Rocky Mount Evening Telegram.* OHIO: *Canton Repository, Coshocton Tribune, East Liverpool Evening Review, Greenville Daily Advocate, Lancaster Eagle-Gazette, Marion Star, Middletown Journal, Newark Advocate, Piqua Daily Call, Portsmouth Times, Salem News, Steubenville Herald-Star, Xenia Daily Gazette, Zanesville Times Recorder.* OKLAHOMA: *Ada Daily News.* PENNSYLVANIA: *Connellsville Daily Courier, Easton Express, Greenville Record-Argus* (Kittanning), *Hanover Evening Sun, Kittanning Leader-Times, Lock Haven Express, Meadville Tribune, Monessen Valley Independent.* SOUTH CAROLINA: *Florence Morning News.* SOUTH DAKOTA: *Mitchell Daily Republic.* UTAH: *Daily Spectrum* (St. George). VIRGINIA: *Petersburg Progress-Index.* WEST VIRGINIA: *Fairmont Times-West Virginian, Weirton Daily Times.* WISCONSIN: *Fond du Lac Reporter, Manitowoc Herald-Times Reporter, Waukesha Freeman, Daily Tribune,* Wisconsin Rapids.

Newspapers (nondailies)

ALABAMA: *Phenix Citizen.* FLORIDA: *Englewood Herald.* ILLINOIS: *McLeansboro Times-Leader.* INDIANA: *Howard County News.* OHIO: *Greentown-Franklin Chronicle.* PENNSYLVANIA: *Midland News.*

Time Inc.

Revenues	1983	1982
Media	$2.249 bil.	$1.822 bil.
Other	468,000,000	549,000,000
Total	$2.717 bil.	$2.371 bil.

*Restated

Time Inc., New York, which spun off its huge forest products division last year, still generated record revenues in 1983 as media increased the contribution to $2.25 billion, making Time Inc. the third largest media company in the U.S. Excluding consideration of forest products in a 1983-to-1982 comparison, magazine and video holding revenues rose to 81.7% of the total $2.72 billion in revenues in 1983, from 75.8% in 1982.

Media revenues for the year increased 23.6% over 1982 as Time Inc. focused greater attention on its remaining business after the divestiture of its forest products activities, which in 1982 generated $1.2 billion in revenues for a third of the company's total revenue.

Magazines continued to represent the largest revenue source, though by a decreasing margin over video. In 1983, Time Inc.'s magazines brought in $1.13 billion, up 20.2% from 1982. Video contributed $1.09 billion, a 27.3% gain over 1982. Video, however, was considerably more profitable, yielding $215 million in operating profits in 1983 while magazines, including the $47 million in losses taken on *TV-Cable Week*, brought in only $106 million.

Time Inc. also derives media revenues from Pioneer Press, a chain of weekly newspapers, though it does not break out the revenue or income separately. ADVERTISING AGE estimates Pioneer Press generates about $32 million in revenue.

Time Inc.'s nonmedia businesses include Selling Areas-Marketing Inc., the company's market information service. The company, which lumps SAMI with Pioneer in its reporting procedures, reports the two pulled in $95 million in revenues in 1983, up 6.7% from 1982. Book publishing is Time Inc.'s other major line of business, and it produced $401 million in revenues, a drop of 21%.

Freed from its forest products division, Time Inc. only now is looking for new opportunities in the information and entertainment areas. Magazine acquisitions and startups also assumed greater importance, particularly after the folding of *TV-Cable Week*. The company formed a new Magazine Development Group late in the year.

TV-Cable Week was Time Inc.'s big fiasco. The guide was launched in April with five cable systems signed up, plans to invest up to $100 million and expectations that it eventually could become the company's biggest publication. It was folded five months later, a $47 million loss that had met resistance from cable operators and, as a result, was carried by only 19 cable systems at its demise.

However, Time Inc.'s established magazine properties continued strong with their combined circulation rate bases rising 905,000 and their share of the magazine advertising market increasing 21.4%. Each of the seven magazines reported increases:

- *Time* magazine's worldwide ad revenues rose 13.5%, to $396.7 million, and its worldwide circulation was up 1.8%, to 5,916,000.
- *Sports Illustrated's* ad revenues increased 12.5%, to $183.2 million, and its circulation was up 4.3%, to 2,425,000.
- *People's* ad revenues rose 10.2%, to $175.5 million, and circulation rose 7.2%, to 2,600,000.
- *Fortune's* ad revenues rose 33.1%, to $101.4 million, and its circulation 3.0%, to 690,000.
- *Money's* ad revenues increased 27.7%, to $42.0 million, and its circulation 27.3%, to 1,400,000.
- Life's ad revenues were up 26.3%, to $29.3 million, and its circulation was up 7.7%, to 1,400,000.
- *Discover's* ad revenues rose 22.9%, to $[illegible]1.8 million, and its circulation rose 2.9%, to 875,000.

Time Inc. saw major growth and transformation in the video area, too, though there were also some disappointments. The company shelved its plans to launch a commercial teletext service after spending between $20 million and $30 million in tests in Orlando, Fla., and San Diego. Involvement also was ended in over-the-air subscription tv as the Cleveland service was closed and the Boston one sold.

But cable tv grew, and American Television & Communications, with cable systems serving subscribers in 464 municipalities in 31 states, experienced increases both in its total number of basic subscribers (up 14%, to 2.4 million) and pay subscribers (up 16%, to 2.2 million). ATC decided both to decentralize operations and to focus growth in areas it already serves, rather than become involved in new franchise fights. It did add one new franchise, the western part of the borough of Queens in New York.

ATC also entered the international arena, winning two franchises in Scotland and England that are partnerships with several British companies. Similarly, Home Box Office, the largest U.S. pay tv network, also expanded internationally, forming a joint venture to create a new pay tv service for British cable.

But HBO's biggest maneuvers were in the U.S. It added 2 million subscribers for the third year in a row. It now numbers more than 13.5 million subscribers in some 5,400 cable systems.

HBO also entered the feature film area. It formed, along with CBS and Columbia Pictures, Tri-Star Pictures, to produce and distribute feature films. It also established licensing agreements giving it exclusive rights to exhibit movies turned out by certain studios, including Columbia Pictures and Orion Pictures.

HBO was the subject of U.S. Supreme Court action this month that allowed Crimpers Productions Inc. of Hicksville, N.Y., to go ahead with its $50 million antitrust suit against HBO and Showtme Inc. They are charged with boycotting a trade show meeting staged by Crimpers.

Cinemax, the country's third largest pay tv network, also sought growth in directions parallel to HBO. Time Inc. originally began Cinemax as a film buff's supplement to HBO in 1980, but it soon broadened it into a network carrying original programing, a greater number of movies than planned and more varied programs. Cinemax also added more than 700,000 subscribers in 1983, giving it a total of 2.7 million.

MEDIA PROPERTIES

Cable/video

Cinemax, Home Box Office, USA Cable Network (33% interest). Also, American Television & Communications Corp., now divided into 13 divisions and one national division that includes many smaller communities in 23 states. The individual divisions include Birmingham, Ala.; San Diego, Cal.; Florida; Hawaii; Indianapolis; Kansas City; Manhattan, N.Y.; Rochester, N.Y.; Charlotte, Raleigh, Greensboro, Fayetteville, all in North Carolina; Austin, Tex. Included in the national division are the following states and, in parentheses, the number of systems in those states: Arkansas (one), California (five), Colorado (eight), Connecticut (one), Illinois (one), Indiana (two), Iowa (five), Kansas (five), Kentucky (four), Maine (two), Michigan (one), Minnesota (three), Missouri (five), Nebraska (two), New Jersey (one), New York (one), Ohio (two), Oklahoma (one), Pennsylvania (six), Texas (one), Virginia (one), West Virginia (one), Wisconsin (seven).

Magazines

Discover, Fortune, Life, Money, People, Sports Illustrated, Time.

Newspapers

Pioneer Press, 30 nondaily newspapers serving suburban Chicago—*Citizen* (serving Addison Park, Harwood Heights, Norridge, northwest Chicago, Norwood Park), *Deerfield Review, Des Plaines Highlander, Elm Leaves, Evanston Review, Forest Leaves, Forest Park News, Franklin Park Herald-Journal, Glencoe News, Glenview Announcements, Herald* (Northlake, Leyden Township, Stone Park, Melrose Park), *Highland Park News, Lake Forester, Libertyville Review, Maywood Herald, Morton Grove Champion, Mundelein Review, Niles Spectator, Northbrook Star, Oak Leaves, Park Ridge Advocate, River Grove Messenger, Rosemont Progress, Schiller Park Independent, Skokie Review, Vernon Review, Weekend World* (Oak Park), *West Proviso Herald, Wilmette Life, Winnetka Talk.*

OTHER OPERATIONS

Book-of-the Month Club, Little Brown, Selling Areas-Marketing Inc., Time-Life Books.

Times Journal Co.

Revenues	1983	1982
Media	$84,000,000	$73,700,000
Other	35,000,000	30,500,000
Total	$119,000,000	$104,200,000

Times Journal Co., Springfield, Va., formerly named Army Times Publishing Co., is the country's 98th largest media company, with 1983 media property revenues estimated by ADVERTISING AGE at $84 million, or 71% of total estimated revenues of $119 million.

The company continued its growth pattern in the first-quarter 1984. "We're about where we thought we'd be. Revenues have increased 14% over last year," says Henry Belber, exec vp.

Major developments at the company include a new name and new home. In January, Army Times was recast as Times Journal Co., a name bearing the titles of the company's *Times* military tabloids and *Journal* Washington suburban newspapers. Administrative headquarters recently were moved from Washington to a modern three-story complex in Springfield, Va., also the site of the company's production plant.

Times Journal Co. is made up of four operating divisions: Army Times Publishing Co. provides the military publications; Journal Newspapers publishes the suburban papers; Times Journal Telemarketing Co. provides telephone marketing services, and Times Journal Printing Co. rolls out the publications and prints for outside clients. ADVERTISING AGE media figures are based on revenues from Army Times Publishing Co. and Journal Newspapers.

Founded by Mel Rider, the company evolved during pre-World War II days with papers serving Depression-era work camps and the Army. Today, the circulation of the weekly *Army Times, Navy Times* and *Air Force Times* runs at 320,000. *Federal Times*, another paper in the group, has a circulation of 40,000.

In the 1970s, the company diversified with the *Journal* newspapers, serving five suburban counties that encircle Washington. When the daily *Washington Star* folded in August, 1981, and left the nation's capital a one-newspaper town, *Journal* executives executed their goal of making the papers dailies, publishing on weekdays but not weekends.

The three Virginia papers are managed at the new Springfield building, while the *Montgomery Journal* is based in Rockville, Md., and the *Prince George's Journal* operates in Lanham, Md.

While the *Journal* papers are still in the red, Mr. Belber cites "big improvements" over the past year.

ABC audit for March 31, 1984, places the *Journals'* total circulation at 147,000, compared with 136,000 the previous year. Ad linage is up 11% through April, Mr. Belber says.

In addition to printing its own publications, Times Journal presses roll out Gannett Co.'s national daily, USA Today, for the Washington-Baltimore, Richmond and Norfolk, Va., markets. The company also prints a portion of Rupert Murdoch's national tabloid, the *Star*, and all copies of Times Mirror Co.'s *Sporting News*.

The company's presses also produce the company's *Times Magazine* monthly military supplement and 11,000 copies of *Military Market*, a trade publication for military commissaries as well as the *Washington Post's* Sunday tv guide and occasional retail supplements.

Based on its success with telephone marketing to sell its own publications, the company offers phone services to outside clients through its Times Journal Telemarketing division. The telemarketing service is the second largest in the country, Mr. Belber says. Telemarketing is performed from offices in the Washington area, Virginia Beach, Va., and Florida.

The company has tested some teletext activity on a small scale in Virgina, but Mr. Belber says no determination has been made on whether to play a role in cable.

MEDIA PROPERTIES

Magazines

Times Magazine (supplement to all three military papers), *Military Market* (trade magazine).

Newspapers (dailies)

MARYLAND: *Montgomery Journal, Prince George's Journal.* VIRGINIA: *Alexandria Journal, Arlington Journal, Fairfax Journal.*

Newspapers (nondailies)

NATIONAL: *Air Force Times, Army Times, Federal Times, Navy Times.*

OTHER OPERATIONS

Times Journal Printing Co., Times Journal Telemarketing Co.

Times Mirror Co.

Revenues	1983	1982
Media	$1.667 bil.	$1.489 bil.
Other	824,000,000	722,000,000
Total	$2.491 bil.	$2.211 bil.

Times Mirror Co., Los Angeles, is the country's seventh largest media company, with media operations accounting for $1.67 billion, or 66.9%, of total 1983 revenues of $2.49 billion.

Media revenues rose 12.1% from last year's $1.49 billion. Total revenues were up 12.7% from 1982's $2.21 billion.

Newspapers made up $1.27 billion of revenues, broadcast $116.1 million, cable $154 million, and magazines $130 million.

For Times Mirror, 1983 was the best year in its 100-year history. Leading the surge was the company's Newspaper Publishing Group. Revenues for the group increased 11% from 1982 levels, fueled in part by hefty gains in classified ad linage. In the previous recessionary year, classified advertising had dropped 2% at Times Mirror newspapers over-all; at the *Los Angeles Times*, the longtime national leader in classified advertising, that category had fallen a staggering 23%.

For 28 consecutive years, the *Los Angeles Times* led U.S. newspapers in ad volume. It had 180,112,236 lines in 1983. Times Mirror says the paper's select market coverage program, started in 1982, played a major role in those gains—its preprint ad linage rose 66% for the year.

Editorially, the *Times* is continuing efforts to upgrade its coverage, to increase its dominance in its home base, Southern California, and build its reputation as a national and international newspaper. After more than 20 years of intense effort, the *Times* is considered one of the country's best, but it has yet to enjoy the influence and prestige of major eastern rivals, such as the *New York Times* and the *Washington Post*.

During 1983, the paper expanded coverage in its Orange County and San Diego editions, two regions in which the *Times* seeks further growth.

In addition, the *Times* also is looking to the affluent San Fernando Valley for expansion. Starting Oct. 1, the flagship of Times Mirror will begin publishing a newly designed Metro Valley section with added pages containing local news and advertising, plus an expanded sports section. It will be printed at the $96 million printing plant in Chatsworth, Cal. Parts of the paper have been printed there since December.

The paper also is contemplating a major overhaul of its Sunday *Home* magazine, which in recent years has been dwindling in size because of waning advertiser interest. The *Times* is testing three prototypes, and publisher Tom Johnson says it is unlikely the paper will make any changes in *Home* before fall, 1985.

Dallas and Denver continue to be the most competitive newspaper markets in which Times Mirror competes. In an attempt to solidify its precarious positions in those cities where it runs a close second, the company has increased staffing and is taking steps to modernize and expand production facilities.

In Dallas, the tug of war between Times Mirror's *Dallas Times Herald* and the *Dallas Morning News* continued. During the year, both papers claimed leadership and dominance in the market; over-all, the *Times Herald* still trails the *Morning News* in circulation and ad linage.

Denver Post publisher Lee J. Guittar moved to the *Dallas Times Herald* as publisher when Dallas publisher Thomas R. McCartin became president-ceo of Times Mirror National Marketing, a new ad sales organization for Times Mirror newspapers. Richard T. Schlosberg III succeeded Mr. Guittar at the *Post*.

Newsday, the nation's 12th largest paper, showed serious interest in moving beyond its Long Island base into New York City. The 500,000-plus circulation paper named a new editor to run its Queens edition, and coverage in the section has begun to focus more on citywide news. *Newsday* publisher David Laventhol denies the change in editorial focus is a precursor to the paper moving into Brooklyn or Manhattan. He maintains that Queens is the only section of New York that it makes sense for *Newsday* to include in its territory.

While newspapers traditionally have been the core of Times Mirror's business, the company also is increasing its involvement in electronic media. During the year, it strengthened its involvement in broadcast, cable tv and other new technologies.

The broadcast group's 1983 revenues represented a 16% increase from 1982 levels. Its operating profit reached $61.8 million, a 25% year-to-year improvement.

Times Mirror's cable operations continue to be a drain on company profits. Cable tv revenues increased 23% over 1982 results, but operating profit declined 23.5%, to $15.3 million. Times Mirror says its cable operations are making substantial subscriber gains in several markets.

In December, Times Mirror Cable Television and three other multiple system operators agreed to drop Spotlight, a pay cable tv service that was envisioned as a grass-roots competitor to Time Inc.'s powerful Home Box Office. After it failed to work, the backers sold the service to Showtime/The Movie Channel in January.

Videotex America, a joint venture between Times Mirror Videotex Services and Infomart, Toronto, to develop videotex systems, signed an agreement in 1983 with several newspapers.

Also, Videotex America joined forces with two California newspaper publishers to form a videotex service geared to farmers. The new service, which will get started in late 1984, will provide farmers in California's enormous San Joaquin Valley with information on weather, news and the stock market, in addition to chemical and livestock reports.

In mid-1984, the company will start its Gateway commercial videotex service in Orange County, offering electronic news and other services, such as home banking and shopping.

Larry Wangberg, former president of the metro division of Warner Amex Cable Communications, New York, joined Times Mirror Cable as president-ceo. He succeeded Ralph Swett, who assumed the new post of chairman.

As a marketing opportunity and as a way to show its support for Los Angeles, Times Mirror contributed $5 million to become an official sponsor of the 1984 Olympics.

In November, Times Mirror sold its New American Library paperback book unit to an investor group for $50 million.

MEDIA PROPERTIES

Broadcasting

TV: KDFW, Dallas; KTBC, Austin; KTVI, St. Louis; WETM, Elmira, N.Y.; WHTM, Harrisburg, Pa.; WSTM, Syracuse; WVTM, Birmingham, Ala.

Cable/video

Times Mirror Cable Television owns 61 cable properties, serving the following areas—ARKANSAS: Jacksonville, North Little Rock. ARIZONA (All 50% owned, with American Cable Television): Bullhead City, Casa Grande, Chandler, Eloy, Fountain Hills, Heber, Lake Havasu, Nogales, Paradise Valley, Phoenix, Rio Verde, Superior, Tempe. CALIFORNIA: Escondido, Long Beach, Orange County, Palos Verdes, Perris, Victorville. CONNECTICUT: Hartford, Meriden. ILLINOIS: Springfield. INDIANA: Lafayette. KENTUCKY: Ashland, Hopkinsville, Louisville. MASSACHUSETTS: Amherst, Bradford, Brewster (95%), Brookline, Greenfield, Longmeadow, Palmer, Weymouth (90%). NEVADA: Las Vegas. NEW JERSEY: Point Pleasant Beach. NEW YORK: Riverhead. OHIO: Caldwell, Cambridge, Coshocton, Defiance, Greenfield, Ironton, Logan, Newark, Newcomerston, New Philadelphia/Urichsville, Toronto, Waverly. PENNSYLVANIA: Beaver Falls, Glenolden/Darby, South Philadelphia, Upper Darby, Washington, Williamsport. RHODE ISLAND: Providence, West Warwick. TEXAS: Del Rio, Kerrville, Marlin, Midland, Texarkana, Uvalde. WEST VIRGINIA: Weirton.

Magazines

Golf, Outdoor Life, Popular Science, Ski, Sporting News.

Newspapers

CALIFORNIA: *Los Angeles Times*. COLORADO: *Denver Post*. CONNECTICUT: *Greenwich Time, Hartford Courant, Stamford Advocate*. TEXAS: *Dallas Times Herald*. NEW YORK: *Newsday*.

OTHER OPERATIONS

Book publishing, electronic publishing, newsprint and forest products group.

Times Publishing Co.

Revenues	1983	1982
Media......	$134,800,000	$119,500,000
Other.......	—	—
Total.....	$134,800,000	$119,500,000

Times Publishing Co., St. Petersburg, Fla., the 71st largest media company in the U.S., had revenues estimated by Advertising Age at $134.8 million in 1983, all from media operations.

The major impetus for the 12.8% year-to-year increase was a "surging economy in the Tampa Bay area and along Florida's Gulf Coast" and the city's downtown resurgence, according to Andrew Barnes, who was managing editor until he was elected president and editor this year.

The privately held company cited constant growth in satellite areas as reasons for a 4% increase in daily circulation of the *St. Petersburg Times*, to 260,682, and a 5% increase in Sunday circulation, to 330,089. This growth also has resulted in an increase in part-run and preprint advertising.

The company's afternoon newspaper, *St. Petersburg Evening Independent*, completed 1983 with a drop in circulation, dipping 563 subscriptions in 1983, to 37,837. This represents the third straight year of decreases. The company purchased the paper 22 years ago from Thomson Newspapers Ltd.

About the decline, Leo L. Kubiet, Times Publishing advertising director, says, "Anytime you have a minus where all other areas are pluses, you have to be concerned. This year we have a program concentrating on sales and promotion designed to change all that." He says he believes the entry of *USA Today* into the St. Petersburg market may have exacerbated the subscription declines.

Advertising linage showed strong gains for 1983. For the *Times*, the increase was 12.9%, to 91.9 million lines in 1983. For the *Independent*, linage climbed 3%, to 24.1 million. Linage rates were increased by an average of 8% for both newspapers in 1983.

The two newspapers continued to be among the leading U.S. daily publications in tourism and travel advertising with a total of 731,715 lines in that area last year, according to Walter R. Stecher, general advertising manager.

During the peak tourist season last winter, the combined newspapers posted 12 new daily and Sunday circulation highs. The Sunday *Times* peaked at 373,838 copies Feb. 20, 1983. Daily circulation reached a high of 309,685 March 3.

Color ad linage also reached a new high during 1983, with 12.03 million lines in the *Times* and 2.16 million lines in the *Evening Independent*, increases of 14% and 9%, respectively.

Executive changes in 1983 included the retirement in April of John B. Lake, publisher. No one has replaced him. Eugene C. Patterson, former president-editor, was elected chairman.

Mr. Barnes, 44, says that in his new position as president he will concentrate on "staying on top of the tremendous growth we've experienced in the past 10 years."

The paper also plans to expand its news coverage, which has concentrated on detailed coverage of the region, and beef up its foreign news. The foreign news department has grown from one person to four, and now includes a foreign news editor and an assistant editor.

Also in early 1983, the *Times* changed the title and content of the Family/Day sections—MonDAY, TuesDAY, WednesDAY, etc.—to the all-encompassing Floridian.

The publishing company's statewide business magazine, *Florida Trend*, which turned 25 years old in 1983, reached an all-time high circulation of 36,000. General manager Andrew P. Corty expects circulation to grow to 40,000 this year. Ad pages for 1983 totaled 890, compared with 788 in 1982, up 13%. Substantial increases in color advertising helped boost ad revenue gains to almost 40%.

MEDIA PROPERTIES

Newspapers

FLORIDA: *St. Petersburg Times, St. Petersburg Evening Independent.*

Magazines

Florida Trend.

Other Publications

Congressional Quarterly, Editorial Research Reports.

OTHER OPERATIONS

Modern Graphic Arts commercial printer.

Triangle Publications

Revenues	1983	1982
Media......	$579,320,000	$549,400,000
Other.......	—	—
Total.....	$579,320,000	$549,400,000

Triangle Publications, Radnor, Pa., is the nation's 20th largest media company with 1983 operating revenues estimated by Advertising Age at $579.3 million, all from print media. The company's estimated operating revenues for 1982 were $549.4 million.

Three publications, *TV Guide, Seventeen* and *Daily Racing Form*, produce total revenues for the privately held company, which is controlled by Walter Annenberg.

Last year, *TV Guide* had an estimated $712.6 million in gross revenues, up 6.7% from 1982 revenues of $655.5 million. *Seventeen* magazine had an estimated combined advertising and circulation gross revenue of $53.3 million, while *Daily Racing Form* had estimated combined revenues of $62 million. (Ad Age estimates are operating rather than gross figures.)

For *TV Guide*, 1983 was a pivotal year as Time Inc. attempted to challenge the 30-year-old publication's dominance with the launch of *TV-Cable Week*. *TV-Cable Week* folded, however, after only five months of publication.

Revenues remained flat for *TV Guide*. Though 1983 was the publication's best year ever for advertising revenue, at $269.4 million gross, according to sources at the magazine, it increased only 6.7% from $241.5 million in 1982. Ad pages increased by only 28, to 3,644, a 1% increase. The publication instituted a 9.8% rate increase in July, 1983, and has announced a 5% rate hike for July, 1984, bringing the cost of a four-color page to $89,250.

At a cover price of 50¢, *TV Guide* generates an estimated $443.2 million in gross circulation revenue. Actual circulation fell to 17,168,824, a company spokeswoman says, from an average circulation of 17,260,297 in 1982. Eric G. Larson, publisher of *TV Guide*, says he believes that these numbers reflect a slight influence from *TV-Cable Week*, and that figures for 1984 will show a modest increase.

No cover price increase is planned, though *TV Guide* continues to test a 60¢ cover price in certain markets.

Future price increases may become necessary because of the high cost of producing the magazine. Paper costs alone will add $10 million this year to the $50 million paid out for paper in 1983. Postal rate hikes also are on the horizon, according to the company.

To keep circulation steady, Mr. Larson says *TV Guide* spent $10 million in 1983 on tv advertising, and will spend another $10 million in 1984. The new campaign features the song, "That's Entertainment."

TV Guide editorial director Merrill Panitt capsulized 1983 as a year of challenge and accomplishment. In response to *TV-Cable Week*, "We put more emphasis on cable sooner than we had planned," he says. That influence carried over into 1984 to include the magazine's first ever cable cover on the miniseries, "Far Pavilions."

"It was a bit of a gamble for *TV Guide* since only some 40% of its readers receive cable," Mr. Panitt says. "But our readers are interested in everything that's on television."

Apparently, the special cover did no better or worse than usual on the newsstand.

Mr. Panitt plans to continue as if he still had competition in 1984: "*TV Guide* will evolve to reflect the dynamic nature of television. Anything that's on the screen is our business, including videocassettes and dbs [direct broadcast satellite]."

Seventeen publisher Frank G. Wolf is bullish on 1984, after a slow start in 1983. Thus far in 1984, the magazine has added 130 pages over the first six months of 1983. For all of 1983, *Seventeen* gained only nine pages from 1982, increasing to 1,311.

Advertising gross revenues climbed 8.8% from 1983, to $25.8 million, according to Mr. Wolf. And, circulation rose 9.5% from the last six months of 1982, to 1,700,000 for the last six months of 1983. This growth has continued into 1984 despite the fact that the number of girls 13 to 19 has dropped.

Seventeen also had a cover price increase in August, 1983, to $1.50, from $1.25. *Seventeen* had an estimated circulation revenue of $27.5 million for 1983. The publication will be 40 years old in August.

Daily Racing Form will commemorate its 90th anniversary in November.

According to publisher Michael P. Sandler, the turfside broadsheet started celebrating a year early with an estimated 22% to 24% increase in its ad revenues in 1983. The increase of about $4 million gives the daily a combined income of about $62 million, Mr. Sandler says.

The newspaper sells for $1.75 and has an average circulation of 140,863 on Saturdays; 71,507 on Monday; 87,567 Tuesday to Friday, and 80,939 on Sunday, according to the ABC audit of March 31, 1983. Between 36 and 40 regional editions are published throughout the U.S. and Canada, varying in number with the racing seasons. The publication had a 6% rate increase in April, 1983, but has no plans for a 1984 increase, according to Mr. Sandler.

MEDIA PROPERTIES

Magazines

TV Guide, Seventeen.

Newspapers

Daily Racing Form.

Hispanic Omnibus

1200 Households
New York • Miami • San Antonio • Los Angeles
CLOSING DATE: JULY 15

The Hispanic
Research Experts

Strategy Research
Corporation

100 N.W. 37th Avenue, Miami, FL 33125 (305) 649-5400
60 E. 42nd Street, New York, NY 10165 (212) 661-3050
1250 Ponce de Leon Avenue, San Juan, PR 00907 (809) 724-6120

Tribune Co.

Revenues	1983	1982
Media	$1.397 bil.	$1.240 bil.
Other	190,000,000	190,000,000
Total	$1.587 bil.	$1.430 bil.

Tribune Co., Chicago, is the nation's ninth largest media company with media revenues of $1.397 billion, up 12.7% from 1982. Media revenues were 88% of total operating revenues of $1.59 billion in 1983.

Newspapers contributed revenues of $1.14 billion, a 9% increase over 1982. Tv and radio accounted for $229 million, up 26%, and cable operations added $31.3 million, up 32%.

Net income for the company advanced to $69.3 million, a 190% increase over last year's profits. This is attributed to improved earnings and circulation at company-owned newspapers and the nearing completion of restructuring and relocating the *New York Daily News*, which has experienced costly delays.

The newspaper group saw operating profits of $140 million, slightly more than double the 1982 results. Each of the newspapers reported record levels of operating profits and improved operating margins. The *Daily News*, after two years of losses, recorded the highest operating profits in its 64-year history. The *Chicago Tribune*, after its first year in its new $185 million printing plant, also achieved record results.

During the first quarter of 1984, the company reported revenues of $394 million, a 13% increase over the first quarter of last year.

The newspaper group experienced an 11% increase in revenues in the first quarter, to $298 million. The company noted strong performances by the Florida papers, the *News* and *Sun-Sentinel* in Fort Lauderdale, and the *Orlando Sentinel*.

This was an eventful year for Tribune Co., as its long-awaited initial public offering of 7.7 million shares in October generated $125 million. The big question is what the company plans to do with the cash.

So far, Tribune Co. has reduced debt —which had increased sharply during the past few years because of the $180 million in construction costs for the new plant in Chicago and a $75 million restructuring program at the Daily News—and financed the purchase of a tv station in New Orleans.

A major event for Tribune Co. in 1983 was News America Corp.'s purchase of the *Chicago Sun-Times*, the *Chicago Tribune's* major competitor. The buyout by News America's controversial Rupert Murdoch sent many top-name reporters and columnists scurrying to the *Tribune*.

Company officials decline to estimate what effect the *Sun-Times'* revamping under new ownership had on recently released circulation figures, which show the *Tribune* gaining substantially.

According to the latest ABC Fas-Fax figures as of the six-month period ended March 31, 1984, the *Tribune's* paid all-day circulation increased to 762,889, up 0.8%, and Sunday circulation increased to 1,145,387, up 1.6%. The company pointed out that increases in the second three months of the study, ended March 31, averaged 30,000 daily and Sunday—significantly higher gains than during the first three months, which might indicate the sale of the *Sun-Times* had a direct bearing.

ABC figures for the *Sun-Times* during the same period show a decline of 4.1%, to 628,285 in all-day circulation, and a drop of 0.2%, to 687,386, in Sunday circulation.

The increases in *Tribune* circulation look especially promising considering the trend of eroding circulation a year ago, when the *Sun-Times* was going after the affluent market traditionally considered the *Tribune's* turf.

The exodus from the *Sun-Times* included publisher Jim Hoge, recently installed as publisher of the *Daily News*. A combination of job buy-outs, union concessions and the sale of the paper's building contributed to its record operating earnings in 1983, but the company already has announced that the *Daily News* will not match that performance in 1984.

A 9% drop in circulation as of March 31 and continued costs of moving the paper's operations and distribution centers are sighted as reasons.

Maintaining its stated commitment to the *Daily News* continues to be a costly venture for Tribune Co. In 1983, almost a third of $97 million in total capital expenditures was spent on the relocation of *Daily News* production facilities. Another $24 million was spent on construction of new and existing cable tv systems, although the cost of the cable operations was much lower than anticipated due to delays on joint venture plans with United Cable Television Corp.

The company continued to spend money for broadcast properties, acquiring WGNO-TV in New Orleans for $21 million. In January, the company bought WANX-TV in Atlanta for $32 million.

The company plans to spend about $140 million in 1984, 1985 and 1986, of which $60 million is budgeted for cable acquisitions in each year. Cable operations posted a $4.8 million loss for 1983, because of costs of developing and marketing new systems in Tampa, Fla., Lakewood, Cal., and Montgomery County, Md. However, existing cable franchises continued to grow and contributed to a 30% rise in the segment's revenues, to $31.3 million, for 1983.

Tribune Co.'s restructuring of the *Orlando Sentinel* seems to be paying off, as the paper's circulation continues to increase between 5% and 10% annually. Its operating margins usually outstrip those of the *Daily News* and *Chicago Tribune*. Printed at a new $38 million-facility, the paper has recently implemented a policy of taking a harder stance on the news, and has beefed up business coverage and given it a separate section six days a week.

The *News* and the *Sun-Sentinel* in Fort Lauderdale continued to make inroads. The papers opened bureaus in Miami and Washington in 1983, expanded suburban operations and added a Sunday magazine.

The Los Angeles Daily News should not be discounted, as the renamed *Valley News & Greensheet* continues to resist the urge to compete directly with the mammoth *Los Angeles Times*, opting instead to strengthen its presence in the suburbs through a series of editorial changes and expansion.

The broadcasting division continues to exhibit strong profit performance. Mostly because of good returns from WGN and WGN-TV in Chicago and WPIX and WPIX-TV in New York, the division posted operating profits of $45 million.

MEDIA PROPERTIES

Broadcasting

TV: KWGN, Denver; WANX, Atlanta; WGN, Chicago; WGNO, New Orleans; WPIX, New York.

RADIO: KGNR (am) and KCTC (fm), Sacramento, Cal.; WGN (am), Chicago; WICC (am), Bridgeport, Conn; WPIX (fm), New York.

Cable/video

Tribune Cable Communications Co., serving CALIFORNIA: Lakewood, Palmdale; MARYLAND: Gaithersburg, Montgomery County (79%); NEW MEXICO: Albuquerque; VIRGINIA: Alexandria; NEW YORK: Fredonia, Glens Falls, Oneida; MINNESOTA: Glencoe, Owatonna; MICHIGAN: Houghton/Hancock, Independence Township (80%); TENNESSEE: Jackson; OREGON: Milwaukie; FLORIDA: Tampa.

Newspapers (dailies)

CALIFORNIA: *Daily News*, Los Angeles; *Times-Advocate*, Escondido; *Peninsula Times Tribune*, Palo Alto; ILLINOIS: *Chicago Tribune*; FLORIDA: *Orlando Sentinel*; *Fort Lauderdale News* and *Sun-Sentinel*; NEW YORK: *Daily News*, New York.

OTHER PROPERTIES

Chicago Cubs baseball team, Independent Network News, Tribune Entertainment Co., Ontario Paper Co. Ltd., Thorold Mill, Baie Comeau Mill, Manicouagan Power Co. (60%), Scierie des Outardes Enr. (40%), Tribune Co. Syndicate.

The media leaders: Cable revenues (1983)

Estimated cable revenues of 100 Leading Media Companies

Company	Cable revenues Est. ($000,000)		Basic subscribers (000)
	1983	1982	
Time Inc.	1,090.0	856.0	
American Television and Communications Corp.			2,400.0
HBO			13,500.0†
Cinemax			2,700.0†
Westinghouse Electric Co. (Group W)	627.1	506.5	1,988.4
Tele-Communications Inc.	347.3	265.6	2,766.0
Cox Communications	337.4	261.5	1,494.0
Storer Communications	291.1	222.7	1,413.0
Warner Amex Cable Communications	219.0	153.8	1,383.0
Continental Cablevision	156.0	108.7	868.0
Times Mirror Co.	154.0	125.0	961.6
Viacom International	151.5	112.9	747.1
Advance Publications	140.0	112.0	837.0
Rogers-UA	139.5	107.0	871.5
United Cable Television Corp.	115.3	99.8	649.0
Oak Industries (ON TV)	106.3	139.0	370.0
Sammons Communications	94.0	81.0	593.0
Wometco Enterprises	90.3	81.5	287.5
Landmark Communications (Telecable Corp.)	79.5	57.5	410.5
Capitol Cities Communications	67.0	53.3	354.6
Turner Broadcasting System	65.1	49.7	30,000.0
General Electric Co.	61.0	53.0	327.6
Maclean-Hunter Communications	60.0	45.0	234.1
Multimedia Inc.	53.2	32.8	258.0
Tribune Co.	31.3	23.7	158.2
Providence Journal Co. (Colony Communications with Copley Newspapers in select markets)	30.0	24.0	187.5
Rollins (Community Television System, Rollins CableVision of Southeastern Massachusetts, Bellevue CableVision, Narragansett CableVision Corp.)	28.0	19.1	172.8
Chronicle Publishing Co. (Western Communications)	22.0	19.5	148.4
Blade Co. (Buckeye Cablevision, Erie County Cablevision, Monroe Cablevision)	19.5	12.1	135.7
Affiliated Publications (45% of McCaw Communicators)	18.8	3.8	116.8
New York Times Co. (New York Times Cable TV)	18.3	N/A	110.0
Outlet Co.	15.0	11.6	—
American Broadcasting Cos. (ESPN)	13.4	15.0	32,700.0
Reader's Digest Assn. (Source)	12.0	7.0	58.0
McClatchy Newspapers	11.0	9.0	83.0
Harte-Hanks Communications	8.9	6.7	48.3
Playboy Enterprises	8.3	—	700.0†
Howard Publications (Falcon with [illegible]onrey Media Group)	7.0	4.0	108.2
Scripps-Howard	6.2	2.5	189.2
Journal Co. (Teltron Cable TV)	5.0	4.0	26.5
Donrey Media Group	4.0	2.0	40.6
Copley Newspapers	3.0	2.0	—
Hearst Corp.	4.0	3.5	28.0
A. S. Abell Co. (Welcome U.S.A.)	N/A		20.0
Meredith (Star CATV)	2.7	0.9	26.7
Central Newspapers (R/G Cable)	.9	.8	75.0
Knight-Ridder Newspapers	N/A*	N/A	
TKR Cable Co. (with Tele-Communications Inc.)			124.0
Long Beach Cablevision (with Times Mirror Co.)			30.0

†Paid subscriptions

*Not available because system is joint venture operation.

Source: Advertising Age

Turner Broadcasting System

Revenues	1983	1982
Media	$201,300,000	$146,300,000
Other	23,200,000	19,300,000
Total	$224,500,000	$165,600,000

Turner Broadcasting System, Atlanta, is the nation's 49th largest media company with 1983 media revenues of $201.3 million, a 37% increase from 1982. Media revenues were about 90% of total revenues of $224.5 million.

TBS, which recorded a record $7 million profit, had its best year financially since the founding of Cable News Network in 1979. This compared with a $3.3 million loss in 1982.

After fighting to keep Satellite News Channel (SNC)—a floundering ABC Inc. and Westinghouse Broadcasting & Cable joint venture—from cutting into CNN's clearances with systems and ad revenues, TBS paid $25 million to buy SNC in late 1983. The company then folded the network by converting most subscribers to CNN.

The backlash of this bitter rivalry still was being felt in the first quarter of 1984 when TBS suffered a $5.3 million loss, compared with a $1.9 million gain for the same period of the preceding year. Revenues for the quarter climbed 21.6%, to $54 million.

Ted Turner, president, said the loss

was concessions made to hold on to cable operators and to debt service and other costs carried over from the SNC buyout. He predicted that CNN would return to the black after a new card firms up system rates for the two news networks, CNN and CNN Headline News.

Struggling to keep its advertiser-supported networks off of premium pay tiers, TBS's prices for CNN and CNN Headline News are designed to entice operators to put the services on basic, rather than premium pay channels.

TBS' three networks, superstation WTBS with nearly 30 million homes, the original CNN, with up to 25.1 million homes, and CNN Headline News, with 10.5 million homes, attracted more national cable tv advertising dollars than any other cable company. But meanwhile Entertainment & Sports Programming Network, with more than 30 million homes, and CBN Cable Network, with 23 million, were becoming more formidable rivals.

In 1983, TBS grossed $136.2 million from superstation WTBS and related broadcast activities, up 41% from 1982. Sources estimate the net profit of this hybrid over-the-air and cable operation at $42 million. (The fees from cable operators, a discounted 10¢ per home per month, do not go to the station's owner, but to the satellite carrier, Southern Satellite Systems.)

Between them, CNN and CNN Headline News took in $65.1 million from sponsors and cable operators, which paid a variety of fees for the service. In 1982, the comparable figure was $49.7 million.

Now that it has a cable news monopoly, TBS is trying to stabilize operator prices and persuade systems to pick up a greater share of escalating programing expenses. But buyer resistance forced the company to drop a plan to bill an operator for all his basic subscribers, even if CNN were being sold on a pay tier that was nowhere near 100% of basic. The revised structure permits an operator that is carrying either news service with less than 50% penetration to pay only for those people actually buying CNN or CNN Headline News.

TBS' media properties are expected to gross more than $225 million this year, but this depends on the impact the Olympics product at ABC has on the over-all fall tv market. Most sponsors do not include cable in their upfront buying.

Excluded from this media analysis is the Turner sports operation, which brought in $21.4 million. Mr. Turner, through a limited partnership, owns 96% of baseball's Atlanta Braves and basketball's Hawks. The Braves have played a major role in making WTBS a well-known name. But they face formidable competition for the informal title of "America's baseball team."

Games of both the New York baseball clubs, the Yankees, on WPIX-TV, and the Mets, on WOR-TV, now are covered via satellite. However, so far they are not challenging TBS for cable tv network ad dollars.

MEDIA PROPERTIES

Broadcasting

TV: WTBS, Atlanta; CNN TV.
RADIO: CNN Radio.

Cable/video

Cable News Network, CNN Headline News, WTBS superstation services, Turner Program Services, international syndication.

OTHER PROPERTIES

Atlanta National League Baseball, owner of Atlanta Braves and farm clubs in Savannah, Ga.; Anderson, S.C., and Richmond Va.; Atlanta Hawks basketball team.

United Cable Television Corp.

Revenues	1983	1982
Media	$115,300,000	$91,800,000
Other	—	—
Total	$115,300,000	$91,800,000

United Cable Television Corp., Denver, the nation's 79th largest media company, reported revenues in 1983 of $115.3 million, all in cable, a 26% increase over the previous year.

The publicly held company continued to gain in the first nine months of fiscal 1984, ended Feb. 29, reporting revenues for that period of $102.9 million and operating income of $39.9 million. Those totals represent increases of 23% in revenues and 28% in income over the corresponding period in 1983.

United Cable's earnings for fiscal 1983, ended May 31, 1983, totaled $2.6 million, down from $16.4 million for fiscal 1982. The company has cited development costs for new cable systems and losses by its Home Entertainment Network subscription tv service as causes of depressed earnings. For the first nine months of fiscal 1984, United reports earnings have risen to $6.8 million.

By the end of February, the multiple system operator, which owns and operates 35 cable tv systems, reported that homes passed totaled nearly 1.1 million, serving 619,000 basic subscribers and 513,000 pay subscribers.

United Cable and its managed limited partnerships are developing eight new systems with an aggregate of more than 450,000 homes.

Last fall, the company was granted the long-sought-after East San Fernando Valley franchise, which includes an upscale portion of Los Angeles. Construction, now under way, is funded by a limited partnership.

United has been designated by Los Altos to operate the franchise for that city; the company will add Los Altos to its Cupertino, Cal., franchise operation. La Puente, Cal., also is under construction, as part of the United Cable Television of Los Angeles County system.

In the Los Angeles basin area, United has a management contract with an opportunity to purchase, with Communicom, Los Angeles, a system including Hollywood and parts of the city of Los Angeles.

United is in the process of purchasing two mature cable systems from Tele-Communications Inc.—Golden and Lakewood, Colo., and Papillion, Neb., and environs.

Construction of the Denver suburban system has been completed, and building in Scottsdale, Ariz., is almost done, the company says.

Early this year, United sold its Chicago Spectrum stv operation to Oak Media Corp., a subsidiary of Oak Industries. Oak operates ON TV in the Chicago market. Spectrum, which began broadcasting in Chicago in the latter part of 1981, had about 37,000 subscribers at the time of sale.

United's Spectrum had been part of its Home Entertainment Network unit, which continues with stv operations in Minneapolis and Cincinnati. Paul Beckelheimer, who had headed the HEN operation, now is vp-operations with the parent company.

Two of United's systems, the Tulsa, Okla., franchise and United Cable of Colorado, serving the Denver suburbs, have been successful in generating advertising revenues, the company says. By the close of fiscal 1984, ended May 31, the company expected that the Tulsa operation would have taken in advertising revenues of $850,000 to $900,000; the total for Denver was expected to be about $850,000. Most of the commercials inserted in the Denver system's programing are produced by United Cable of Colorado's inhouse production facility.

In June, 1984, United agreed to sell its Denver tv station WBTI and its associated Cincinnati subscription tv operations to Channel 64 Ltd. The agreement is awaiting FCC approval.

Last summer, United began testing an umbrella ad campaign to lure tv viewers to cable. The two-city test was so successful it has been adopted by 12 of the company's systems, and United expects that about 20 will be using it next year. In addition, three other operators have purchased either a generic version of the campaign or the rights to adapt the United effort.

The original tv and radio commercials, credited with increasing the subscriber base by 3%, targeted light tv viewers with the line, "The more you watch tv, the more you should join the United family."

MEDIA PROPERTIES

Cable/video

ARIZONA: Scottsdale. CALIFORNIA: Alameda, Cupertino (both 95% interest), and Foster City; East San Fernando Valley, Hacienda Heights, Hayward, LaPuente, Los Altos, San Leandro, San Lorenzo, South Whittier. COLORADO: Denver suburbs (74.5% interest), Golden and Lakewood, Grand Junction. CONNECTICUT: Eastern Connecticut (80% interest), Plainville. DELAWARE: Fenwick Island. IDAHO: Boise. ILLINOIS: Carpentersville (80% interest), Effingham, Galesburg (50% interest), Mendota, Monmouth (50% interest), Peru. INDIANA: East Chicago and Hammond (both 80% interest). LOUISIANA: Bossier City. MARYLAND: Berlin/Ocean City, Montgomery County (50% interest). MICHIGAN: Downriver Complex (80% interest), East Lansing, Lincoln Park (80% interest), Meridian, Oakland County (50% interest). MINNESOTA: Chaska, Shakopee. NEBRASKA: Bellevue (50% interest), Papillion, Tri-Cities (90% interest). NEW MEXICO: Gallup, Santa Fe. OKLAHOMA: Tulsa. TEXAS: Abilene, Anson, Hamlin, Jacksonville, Perryton, Rotan, Sweetwater, Tyler. UTAH: Moab. WYOMING: Casper. Also, STV-Home Entertainment Network: Cincinnati ON TV, Minnesota Pay TV Co. Spectrum.

U.S. News & World Report

Revenues	1983	1982
Media	$133,000,000	$124,000,000
Other	16,000,000	8,000,000
Total	$149,000,000	$132,000,000

U.S. News & World Report, Washington, sold this year after 50 years of independent operation, scores as the nation's 72nd largest media company. Its 1983 media revenues are estimated by ADVERTISING AGE to be $133 million, or 89.3% of estimated corporatewide revenues of $149 million. The 1982 comparison is $124 million in media revenues; $132 million in total revenues.

The employe-owned company was purchased for $168.5 million in mid-June, 1984, by Mortimer Zuckerman, publisher and real estate developer. Mr. Zuckerman is no stranger to the company, having been a real estate partner several years with U.S. News & World Report. The purchase price was 57 times earnings.

Mr. Zuckerman, who plans to spend a year immersed in the operations of his new investment, says the only immediate plans are to strengthen the magazine graphically. Time will tell whether his left-leaning *Atlantic Monthly* will influence the operations of the more conservative *U.S. News*. However, in a press conference announcing the purchase, he said, "There are marriages in which liberals and conservatives get together quite happily."

The prospect of an ownership change had put the company in the media spotlight, and may have created uncertainty in the advertising community about the magazine's future because ad sales have slid since last December when management disclosed it was considering an unsolicited buyout offer.

After a prosperous 1983, when *U.S. News* scored a 12% ad revenue increase, to $93.9 million, on a 3% ad page increase reported by Publishers Information Bureau, the magazine has suffered a 4% drop in ad revenue and 12% drop in pages through mid-May of 1984. Competitors *Time* and *Newsweek* reported gains or small declines during the same period.

Despite the early year results, U.S. News management predicts revenue gains for its media holdings in 1984. Knowledgeable forecasters are projecting $142 million in media-related revenues this year and $161 million in revenues for the company as a whole. Profitability is another question. It may be hard for the magazine to keep pace with its current earnings level of $2.95 million. Some senior execs long associated with the company acknowledge that *U.S. News'* profitability has been up and down, and that in some years the magazine has lost money.

U.S. News itself has been counted out a number of times by naysayers since *Time* and *Newsweek* pulled away in circulation and ad pages in the 1960s. Its creator, David Lawrence, never let go of editorial control until his death at 84 in 1973, and critics dismissed the magazine as too stodgy, too conservative, too plain.

Under editor Marvin Stone, *U.S. News* has fought back with generous splashes of editorial color, a broader editorial reach that added coverage of important "social" issues to its meat and potatoes of politics and the economy. The magazine followed *Time* and *Newsweek* on to the college campus in search of a new generation of readers. Mr. Stone is being retained in his post.

At the corporate level, a successful diversification drive promised to make the company less dependent on the magazine's fortunes. A pioneer in developing computerized typesetting for its own operations U.S. News opened Publishers Service International to service other publishers. Sales commitments quickly rose to $10 million and more a year.

A long-awaited deal for developing its real estate holdings in the booming west end section of Washington was made during the year. The first fruit of the real estate venture is luxurious new headquarters for the company, but hotels, office buildings and residential units are yet to be built. When completed, some observers have speculated that U.S. News' 50% stake in the development could be worth $200 million.

The irony in the U.S. News story is that its success with new ventures forced it to consider the sale option. The value of its stock, held in a profit-sharing trust and by many employes through a stock bonus plan, has exploded. Priced by a private appraiser hired by the company, the stock has gone from less than $100 per share in 1976 to $625 last year. Mr. Zuckerman paid more than five times this per share value.

MEDIA PROPERTIES

Broadcasting

Parkway Communications (radio programing).

Magazines

U.S. News & World Report.

OTHER OPERATIONS

Book division, Publishers Service International (electronic publisher services).

Viacom International

Revenues	1983	1982*
Media	$271,286,000	$235,131,000
Other	44,291,000	46,287,000
Total	$315,577,000	$281,418,000

*Restated by company to reflect KSLA-TV acquisition.

Viacom International, New York, is the country's 35th largest media company, with media revenues of $271.3 million, up 13.3% from 1982. Media revenues were 86% of the company's total revenues of $315.6 million in 1983, up 12.2% from 1982.

Media company earnings from operations were $40.6 million, up 12.5%. This compared with total earnings from operations of $44.9 million, up only 2.5% from the previous year. Viacom's total net income, which climbed 8% to $28.1 million, means 1983 was the 13th consecutive year of growth for the electronic communications and entertainment company.

The profits trend continued into 1984, with net earnings climbing 33%, to $5.5 million, for the first quarter ended March 31. To keep major operations expanding, the company took on a debt load of $250 million from 10 major banks at prime or lower interest.

Viacom's media and program production activities overlap somewhat. AA terminology in these profiles include Viacom's radio and tv stations and cable tv systems in its ranking of media properties, but excluded Viacom Enterprises, the company's syndication division, and Viacom Productions, a movie, tv and cable program supplier.

Viacom gradually has been adding to its radio and tv station holdings. The company increased its number of tv stations to four with the acquisition of WHEC-TV, Rochester. The station was obtained from Broadcast Enterprises National Inc. in a swap for am radio stations KDIA, Oakland, Cal., and WDIA, Memphis.

The cable systems group revenues surpassed those of the broadcast group. The country's 10th largest multiple system operator, Viacom grossed $151.5 million in revenues from about 700,000 basic and nearly 600,000 premium pay cable tv subscribers.

Viacom systems are participating in two leading regional interconnects, the Bay Area link in the San Francisco

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market and the Northwest Cable Interconnect with Group W Cable in the Seattle/Tacoma market. Its systems in Nashville; Cleveland, O., and Suffolk County, N.Y., are trying to sell national advertising.

Revenues for what the company calls "broadcasting and other services" declined 2% to $119.7 million. For this division, Showtime/The Movie Channel is figured into profits but not revenues.

Showtime/The Movie Channel Inc. was created in September, a joint venture of Viacom, Warner Communications and Warner Amex Cable Communications, which combined two of the leading satellite pay tv services under single management. Viacom owns 50%. Viacom also buttressed the new venture with an additional 650,000 subscribers by acquiring the assets of the spotlight national pay tv service. This co-venture also borrowed $150 million from a consortium of 10 banks during the year.

The Movie Channel was involved in an acquisition agreement likely to boost its future when it signed a deal for exclusive national pay tv service rights to Paramount Pictures Corp.'s theatrical motion pictures release over the next five years. "Terms of Endearment," "Flashdance," "Trading Places," and "Staying Alive" are movies currently included in the pact.

In November, the Viacom-developed Cable Health Network joined with Hearst/ABC Video Services' Daytime programing service for women to form a new network, Lifetime, which debuted on cable systems in February this year. Because of its 16 million subscribers at startup, it was the first advertiser-supported, satellite-delivered cable programing network to qualify, at launch, for measurement by the national audience rating service.

Terrence Elkes, president, assumed the title of ceo from Ralph Baruch, who remained as chairman, with both men sharing the office of the chief executive. Mr. Elkes promised full speed ahead on acquisitions and expansion in his speech at the annual stockholders meeting. He said the company will test two-way interactive cable and pay-per-view and push more aggressively for local and regional advertising through interconnects. Undeterred by rivals' well-publicized headaches with construction in large cities, the company is competing to wire the nation's capital.

Mr. Baruch mentioned direct broadcast satellite as an area to be scrutinized by Viacom as a new business opportunity.

Both men stressed plans for growth in programing. They intend to obtain more product from outsiders and to step up Viacom's own productions of shows to be marketed on a worldwide basis to a variety of outlets.

MEDIA PROPERTIES

Broadcasting

TV: WVIT, New Britain/Hartford/New Haven, Conn.; KSLA, Shreveport, La.; WHEC, Rochester, N.Y., and WNYT, Albany, N.Y.

RADIO: WMZQ (fm), Washington; WLAK (fm), Chicago; WLTW (fm), New York; WRVR (fm), Memphis; KIKK (am), Pasadena, Tex.; KIKK-(fm), Houston, and WEAM (am), Arlington, Va. (pending FCC approval).

Cable/video

CALIFORNIA: East Bay, Pittsburg, Redding and Red Bluff (Finer Living System); Oroville and Paradise (Oroville System); Sonora, San Rafael, Mountain View, Petaluma and Healdsburg (Sonoma System); Napa and Pinole (Napa System) and San Francisco. NEW YORK: Suffolk County, L.I. OHIO: Cleveland, Dayton. OREGON: Salem. TENNESSEE, Nashville. WASHINGTON: Everett and Oak Harbor (Snohomish System), Redmond. WISCONSIN: North Shore and Greenfield (Milwaukee System). In addition: Cable Interconnects: Bay Area; Northwest Cable. Cable Programing Services: 50% interest in Showtime/The Movie Channel; Lifetime.

OTHER PROPERTIES

Viacom Enterprises and Viacom Productions, movie, tv, cable, home video distribution and production; Viacom World Wide, MGS Services and the licensing and merchandising division.

Warner Communications

Revenues	1983	1982
Media	$251,000,000	$183,800,000
Other	3.174 bil.	3.907 bil.
Total*	$3.425 bil.	$4.090 bil.

*Includes WCI's 50% share of Warner Amex Cable

Warner Communications, New York, is the country's 40th largest media company, with media revenues estimated by ADVERTISING AGE at $251 million, up 36.6% from 1982. Media revenues increased from 4.5% to 7.3% of total revenues, which dropped 16.3% to $3.425 billion in 1983.

Warner's media revenues are attributed to its 50% ownership in Warner Amex Cable Communications (American Express owns the other half) and the publishing of "Mad" magazine and DC comics by its publishing division.

With an after-tax loss of $417.8 million compared with a gain of $257.8 million in 1982, last year was the worldwide conglomerate's "most difficult in its 22-year history," chairman Steven Ross told shareholders

Warner Communications was forced to fend off a takeover attempt by publishing mogul Rupert Murdoch. Mr. Murdoch did not win controlling interest in Warner, but his company, News America Corp., emerged $41 million richer by driving up the price of Warner's stock.

To block Mr. Murdoch's efforts, Warner acquired a 42.5% equity position in Chris-Craft Industries' wholly owned subsidiary, BHC Inc., the fourth largest non-network-owned broadcasting company with six independent tv stations. Chris-Craft as a result got 19% of Warner. In essence, this made Warner a tv operator, blunting the takeover attempt by Australian-born Mr. Murdoch because of limitations on foreign nationals owning tv stations.

Warner streamlined and decentralized its Warner Amex Cable Communications under the tutelage of Drew Lewis, former U.S. Secretary of Transportation, who became chairman-ceo in February, 1983.

Economies of scale were sought in the September, 1983, merger of Warner Amex Cable Communications' The Movie Channel with Viacom International's Showtime. The merged unit, which operates as a 24-hour-a-day pay service, created a subscriber base of more than 7 million homes. Warner Amex closed the year with 1.36 million subscribers and 1.3 million paid.

But the cable subsidiary continued to be plagued by losses amounting to a pre-tax deficit of $99 million. The division was responsible for the majority of these losses. Attempts to improve productivity were implemented throughout the year, including laying off more than 200 employes.

Warner also is trying to renegotiate the lofty franchise promises it made in several major cities, including Milwaukee and Dallas.

In addition, the company folded its Pittsburgh regional pay tv sports service and has agreed to sell its cable system there to Denver-based Tele-Communications Inc. While this transaction still needs city approval, Warner systems in St. Louis and suburban Chicago also reportedly are for sale.

The outlook is more promising on the programing side, and Warner is considering taking this division public. While both of its programing services have yet to turn a profit, two significant steps were taken toward that direction last year. Warner began to charge cable systems that carry MTV:Music Television, programing originated and distributed by Warner Amex Satellite Entertainment Co. (WASEC). It also began accepting advertising on Nickelodeon, its cable channel for children.

In other areas of the company, Warner announced in January, 1984, the sale of Warner Cosmetics to Cosmair for $146 million. Warner expects a pre-tax profit of $100 million from the sale to appear in its 1984 returns. The company bought 37% of Hasbro Industries, the toy company, and has an option to purchase additional shares. In sports, WCI purchased 48% of the Pittsburgh Pirates baseball team from Pittsburgh Athletic Club Inc. (Warner owns the New York Cosmos professional soccer team through a 95%-owned subsidiary). WCI reportedly made attempts to sell its Franklin Mint subsidiary.

Major reorganization at Warner's Atari unit resulted in naming James Morgan as the subsidiary's chairman. In 1983, Atari had an operating loss of $539 million on reported revenues of $1.1 billion. Much of Atari's problems were because of increased competition in the videogame market as well as a decline in the market's over-all growth.

Under the new leadership of Mr. Morgan, Atari's overhead is being reduced by 40% to bring its costs more in line with expected revenues.

In addition, late last year the company raised the prices of its complete line of home computer and videogame hardware. This move was aimed at reversing the downward price spiral that so disastrously affected the industry during the year. Recently, sales policies were tightened to eliminate the returns of nondefective product that cost the company more than $100 million during 1983.

On the positive side, 1983 was a good year for the company's film and publishing subsidiaries.

Warner Brothers Pictures had revenues of $877.8 million, up 26% from 1982, while operating income increased 7%, to $109.4 million. Major successes included "Sudden Impact," "Never Say Never Again," "Risky Business" and "Superman III."

Meanwhile, Warner says its publishing business revenues and operating income were substantially ahead of 1982. DC Comics and "Mad" magazine, the only media properties in publishing, contribute only a minor portion of the division's revenues.

MEDIA PROPERTIES

Cable/video

Franchises of Warner Amex Cable Communications. ARIZONA: Flagstaff, Kingman, Parker, Sedona. ARKANSAS: Booneville, Clarksville, Fayetteville, Paris, Russelville, CALIFORNIA: Avenal, Bakersfield, Barstow, Big Bear Lake, Blythe, Crestline, Lake Arrowhead, Malibu, Palm Springs, Taft, and Wrightwood. FLORIDA: Crestview, Fort Walton Beach, Immokalee, La Belle, Lake City, Niceville, Winter Haven. GEORGIA: Cedartown. ILLINOIS: Altamont, Danville, DeKalb, Rochelle. INDIANA: Union City, Warsaw. KANSAS: Hiawatha, Russell. MAINE: Island Falls, Patten. MASSACHUSETTS: Athol, Chelsea, Dalton, Everett, Lynn, Malden, Medford, Melrose, Pittsfield, Salem, Somerville, Wakefield, Winthrop. MISSISSIPPI: Batesville, Cleveland, Lambert, Marks, Yazoo City. MISSOURI: Brentwood, Country Life Acres, Crestwood, Creve Coeur, Crystal Lake Park, Des Peres, El Dorado, Springs, Eureka, Fenton, Frontenal, Grantwood Village, Harrisonville, Huntleigh, Ladue, Olivette, Richmond Heights, St. Louis County (southern portion), Sunset Hills, Town and Country, Twin Oaks, Valley Park, Warrensburg, Warsaw, Warson Woods, Waynesville, Westwood and Windsor. NEW HAMPSHIRE: Berglin, Claremont, Lancaster, Nashua. NEW JERSEY: Avalon. NEW YORK: Olean, New York City (some sections). OHIO: Akron, Blue Ash, Canton, Cincinnati, Columbus, Delphos, Fort Shawnee, Kenton, Norward, St. Mary's, Sidney, Wapakoneta. OREGON: Coos Bay, Hood River, Myrtle Point, Sandy, Wemme. PENNSYLVANIA: Altoona, Bradford, Chambersburg, Clearfield, Marietta, Morrison Cove, Newport, Pittsburgh (80% interest), Pottsville, Reedsville, Roaring Springs, Warren. TENNESSEE: Erwin, Greenville, Kingsport. TEXAS: Bear Creek, Burnet, Crockett, Dumas, Fairfield, Farmers Branch, Harris County (northwestern portion), Hico, Houston, Kaufman, Mexia, Navasota, New Boston, Pecos, Rosebud, Stephenville. VERMONT: Bellows Falls, Brattleboro, Bristol. VIRGINIA: Hampton, Harrisonburg, Reston, Williamsburg. WEST VIRGINIA: Martinsburg. WISCONSIN: Marinette (80% interest), Marshfield, Menasha (80% interest), Merrill, Neenah (80% interest), Oshkosh (80% interest). Owns 60% of Garden State Micro Relay. Also, joint venture partner in Warner Amex Satellite Entertainment Co., which supplies and distributes two advertiser-supported services, Nickelodeon and MTV: Music Television and one pay service, The Movie Channel.

Other Media Properties

DC Comics, "Mad" magazine, "Mad" Specials.

OTHER OPERATIONS

Consumer Electronics and toys, direct-response marketing, filmed entertainment, recorded music and music publishing.

Washington Post Co.

Revenues	1983	1982
Media	$861,600,000	$786,200,000
Other	15,800,000	15,200,000
Total	$877,400,000	$801,400,000

Washington Post Co., Washington, is the country's 13th largest media company with 1983 media revenues of $861.6 million, or 98.2% of total sales of $877.4 million.

The major Post revenue source again was the newspaper division, contributing $456 million in revenues, an estimated $440.2 million of which was media. Magazines brought in $302 million and tv, $120 million.

Operating income from the newspaper division increased 39% to $79 million in 1983; the magazine property, *Newsweek*, had earnings of $15 million, a 15% increase over the previous year. Income from four network affiliated Post-Newsweek tv stations hit a record $39 million, up 33% from 1982. Over-all, net income of $68.4 million increased 30%.

Fueled by a strong performance in its core print and broadcast businesses, the company is in the midst of an expansion campaign, including multi-million-dollar investments in cellular radio partnerships, pay cable sports enterprises and a new weekly national edition of the Washington Post.

Observers say the expansion beyond the Post's traditional print and tv holdings best reflects the management objectives of company president Richard D. Simmons, who envisions the Post not only as a publishing and broadcast company, but as a communications conglomerate.

"Our business strategy is to improve the margins of our current businesses, while at the same time stake out investments in new businesses that have significant growth potential," Mr. Simmons says.

In the past year alone, the Post cellular partnerships began the mobile telephone service in Washington and Baltimore, were granted a license to operate in Detroit and had a dozen other licenses pending before the FCC.

Also, the company has expanded the scope of its regional pay cable sports franchises by purchasing a 90% interest in Philadelphia's SportsChannel PRISM and an 85% stake in SportsChannel, Chicago. The latest acquisitions are in addition to the Post's existing sports cable partnerships in New York, where it has a 50% interest, and in Boston, where it owns 25% of a cable tv operation.

Despite a good performance in its core businesses, the Post is paying a price for its expansion efforts.

Lynch, Jones & Ryan, a Washington securities research company specializing in newspaper stocks, estimates the Post already has spent $44 million on its cable sports partnerships and estimates it will dole out between $12 million and $15 million more before the systems show a profit in 1987. In the past year alone, the company said, sports cable enterprises drained $2.3 million from the Post's treasury, and it is estimated the cable operations will lower this year's pre-tax income by another $8 million.

In addition, the research company estimates, the Post already has sunk $4 million into its existing cellular radio operation and predicts between $6 million and $8 million more will be needed before the cellular systems enter the black in 1986.

Mr. Simmons says there is "a very exciting future" in the Post's cellular radio operations and predicts that when the FCC completes its cellular licensing process, "The Washington Post Co. will be one of the leading players" in cellular franchises, with profit margins comparable to those of Post-Newsweek tv stations.

The Post's most significant publishing event of the past year was the introduction in November of the *Washington Post* national weekly edition, a tabloid with a rate base of 30,000. As of early May, Mr. Simmons says, the paper had a circulation of more than 50,000. With respect to advertiser reaction, he says there has been a "representative number of ads" for a start-up publication.

Company officials expect continued growth in newspaper profits in 1984, citing first-quarter advertising linage for the *Washington Post*, up about 10% over last year. Also, the *Post* hopes to expand its circulation base in Washington by intensifying marketing efforts at home. More preprinted inserts and more frequent updates of nonsubscriber lists are slated for 1984 to preserve its highest per household penetration of any metropolitan paper in the nation.

Circulation figures for the six-month period ended March 31 show the *Washington Post's* daily circulation up 2.8% from last year, to 768,288, while Sunday's circulation of 1.04 million is up 3.7%.

Newsweek, which celebrated its 50th anniversary last year, had a drop in ad revenues. But during the first quarter of 1984, its ad revenues were rebounding and circulation is up. Its 1984 domestic rate base of 3 million is up 50,000 from 1983 and ad pages for the first three months of 1984 were 7.4% above first-quarter 1983 editions, which included an additional golden anniversary issue The rate base for *Newsweek International* also increased to 578,000, up 8,000 from 1982.

At the Post's annual shareholders meeting in May, chairman Katharine Graham put to rest any speculation that her company would either sell *Newsweek* or take the magazine private. She was responding to questions about the company's decision to repurchase 200,000 shares of its stock and *Newsweek's* disappointing profit history.

Special magazine editions geared toward college students, women and executives continue to be a part of *Newsweek's* marketing strategy, with *Newsweek on Campus* scheduled to boost its circulation to 1.2 million copies from 825,000 this year.

Newsweek also backed up its circulation drive with a multi-million-dollar ad campaign, which broke last September, aimed at "baby-boom generation readers" who comprise a large segment of the magazine's readership.

In addition to its *Newsweek* holdings, the Post also purchased a 20% stake in the "National Journal" and its sister publication, the "Almanac of American Politics." The decision to buy into the "Journal," a political affairs magazine with a small but influential subscriber base that pays $494 a year for the weekly publication, was seen by observers as a "prestige buy" to complement Legi-Slate, the Post's computer database of legislative and regulatory affairs.

Operating margins at the four Post-Newsweek tv stations increased to 33%, up from 28% last year, while the company's outlets in Miami, Jacksonville and Hartford were ranked No. 1 in their respective markets. Also, WDIV-TV in Detroit extended through 1988 its rights to carry Detroit

Tigers baseball.

The Post discontinued a handful of unprofitable operations during the year, including Newsweek Books and Post-Newsweek Video, a tv segment that produced programs for nationwide distribution. The close of the video unit marks the end of the company's involvement in the tv syndication business.

MEDIA PROPERTIES

Broadcasting

TV: WDIV, Detroit; WPLG, Miami; WFSB, Hartford, Conn., and WJXT, Jacksonville, Fla.

Cable/video

SportsChannel Associates, New York (50% owned); SportsChannel New England, Boston (25% owned); SportsChannel PRISM, Philadelphia (90% owned); SportsChannel Chicago Associates (85% owned).

Magazines

Newsweek, Newsweek International.

Newspapers

DISTRICT OF COLUMBIA: *Washington Post, Washington Post* weekly edition. WASHINGTON: *Everett* (Wash.) *Herald.*

Other Media Operations

The Washington Post Writers Group (feature syndicate), Legi-Slate (electronic data publishing), Los Angeles Times-Washington Post News Service Inc. (50% owned), *International Herald Tribune* (33% owned), National Journal Inc. (20% owned).

OTHER OPERATIONS

Robinson Terminal Warehouse Corp. (newsprint handling and storage), Bowater Mersey Paper Co. Ltd. (49% owned), Bear Island Paper Co. (33% owned), Cellular Radiotelephone Systems (Washington and Baltimore, 20% owned; Detroit, 18% owned; licenses pending in 12 other markets).

Westinghouse Electric Corp

Revenues	1983	1982
Media	$802,400,000	$663,000,000
Other	8.930 bil.	9.082 bil.
Total	$9.533 bil.	$9.745 bil.

Westinghouse Electric Corp., Pittsburgh, is the country's 15th largest media company, with revenues of $802.4 million from its broadcasting and cable operations in 1983. Media represented about 8.2% of total Westinghouse sales.

Media revenues, which were up 21% from 1982, came from six tv and 11 radio stations and cable tv systems operated by Westinghouse's Group W division. Revenues from program syndication, a line of business not classified as media in this issue, are not included in the totals. Although media revenues were up significantly, 1983 marked a period of change and turmoil for Westinghouse.

In December, the corporation installed a new chairman, Douglas Danforth. He succeeded Robert Kirby, who had served as chairman for the past nine years.

Only two months earlier, the company sold its ill-fated Satellite News Channel operation to rival Turner Broadcasting System. SNC, a joint venture between Westinghouse's Group W Satellite Communications subsidiary and ABC Video Enterprises, lost about $40 million.

After paying $20 million for SNC, TBS subsequently folded the network by converting most of its subscribers to its own Cable News Network service. Some 400 employes were laid off when the channel shut down.

Last October, the company imposed two other belt-tightening moves on its cable ventures. About 100 employes were laid off at the Group W Cable subsidiary, which is the country's third largest operator of cable systems. In addition, a proposed national pay tv sports network of sister company Group W Satellite Communications began to fall apart.

At the National Cable Television Assn.'s annual meeting in May, the company unveiled plans for a national pay tv sports service that was to launch in no less than six markets this year. But after months of difficult negotiations with professional sports teams, Group W Satellite Communications ended up with only two regional networks—in Seattle and the Washington-Baltimore area.

Amid the chaos, Group W Satellite Communications' president Jonathan Hayes resigned and was succeeded by Harlen Rosenzweig, former exec vp.

Another major executive move came at Group W Cable in December when Harry Murray left his post as vp-pensions and investments of Westinghouse to succeed William Bresan as the company's chairman-ceo.

More maneuvering at Group W Cable included the company's dropping out of two franchise races, one in Wheaton, Ill., and the other in Costa Mesa, Cal. The company said it withdrew because it already had been more successful than expected during the past year in winning new cable tv franchises primarily in the Midwest and West, and it preferred to concentrate on these outstanding commitments.

Among broadcast properties, the company sold its Pittsburgh WPNT fm radio station to industry veteran Saul M. Frischling for $3 million. It also signed a letter of intent to sell tv station WPCQ in Charlotte, N.C., reportedly for more than $20 million.

During the first quarter of 1984, despite marginally lower sales, Westinghouse profits increased 16%. Net income was $116.6 million, up from $100.3 million for the similar period a year earlier. Revenues remained virtually the same at $2.27 billion. The company did not break out media earnings or revenues.

MEDIA PROPERTIES

Broadcasting

TV: KPIX, San Francisco; WJZ, Baltimore; WBZ, Boston; KYW, Philadelphia; KDKA, Pittsburgh.

RADIO: KJQY (fm), San Diego; KFWB (am), Los Angeles; KOSI (fm) Denver; WIND (am) Chicago; WOWO (am), Fort Wayne, Ind.; WBZ (am), Boston; WINS (am), New York; KYW (am), Philadelphia; KDKA (am); KOAX (fm), Dallas; KODA (fm), Houston.

Cable/video

All designated Group W Cable unless otherwise indicated. ALABAMA: Dothan, Florence, Gadsden, Huntsville, Mobile, Tuscaloosa. ARIZONA: Prescott. CALIFORNIA: Buena Park, Camarillo, Fontana, Fort Bragg, Fullerton, Gardena, Grand Terrace, Kerman, Kings Beach, Lompoc, Loma Linda, Los Angeles, Newark, Newport Beach, Oakland (80% interest), Piedmont (80% interest), San Bernardino, Santa Ana, Santa Cruz, Santa Maria, Seal Beach, Sherman Oaks, Sierra Madre, Simi, Simi Valley, South Gate, Torrance, Ukiah, Willits, Yucca Valley. COLORADO: Trinidad. CONNECTICUT: Danbury, Middletown. FLORIDA: Boca Raton, De Land, Haines City, Hillsborough County, Holly Hill, Lakeland, Manatee County, Marianna, New Port Richey, New Smyrna Beach, Palm Beach County, Panama City, Perry, Plantation, Quincy, St. Petersburg, Tallahassee, Temple Terrace, West Palm Beach, Winter Garden. GEORGIA: Dublin, Milledgeville, Swainsboro, Thomasville, Valdosta. HAWAII: Hawaii Kai (50% interest). IDAHO: Lewiston, Pocatello. ILLINOIS: Galena, Glen Ellyn, Rock Island, Skokie. IOWA: Dubuque. KANSAS: Liberal. LOUISIANA: Leesville. MAINE: Caribou. MASSACHUSETTS: Worcester (80% interest). MICHIGAN: Calumet, Dearborn, Escanaba, Grosse Pointe (25% interest), Iron Mountain, Ironwood, Sault Ste. Marie. MINNESOTA: Brainerd, Duluth (80% interest), Rochester, Vadnais Heights, Winona. MISSOURI: Ballwin, Bridgeton, Columbia, Glendate, Kirkwood, Oakland, Rock Hill, St. Charles, Webster Groves. MONTANA: Great Falls, Hamilton, Kalispell, Missoula, Polson, Shelby, Stevensville, Whitefish. NEVADA: Fallon, Reno. NEW HAMPSHIRE: Keene. NEW JERSEY: West Milford, Wildwood. NEW MEXICO: Aztec, Farmington, Lovington, Portales, Silver City, Tucumcari. NEW YORK: Elmira, Ilion, Islip, Jamestown, Marbel Hill (49% interest), Mount Vernon, Newburgh, New York, Oswego, Riverdale (49% interest), Warwick, West Point Military Academy, West Winfield. OHIO: Portsmouth. OREGON: Baker, Coquille, Eugene, La Grange. SOUTH CAROLINA: Greenwood. TEXAS: Baytown, Commerce, El Paso (74% interest), Galveston, Graham, Grapevine, Irving, Lewisville, Palestine. VIRGINIA: Richlands. WASHINGTON: Auburn, Richland, Seattle, Tacoma, Walla Walla, Wenatchee. WEST VIRGINIA: Clarksburg, Fairmont, Morgantown. WISCONSIN: Fountain City, La Crosse. WYOMING: Rawlins.

Wometco Enterprises

Revenues	1983	1982
Media	$169,300,000	$155,500,000
Other	350,300,000	337,900,000
Total	$519,600,000	$493,400,000

Wometco Enterprises, Miami, was the country's 55th largest media company, with media revenues of $169.3 million, up 8.8% from 1982. Media revenues were 32.6% of total revenues of $519.6 million.

Broadcasting accounted for $79 million in revenues, or 46.7% of media revenues, while cable and subscription tv combined for revenues of $90.3 million, or 53.3% of total media.

Net income rose 19% last year, to $30.9 million. Like total revenues and operating income, it was the highest in Wometco's 59-year history.

Wometco founder, chairman and president Mitchell Wolfson died in January, 1983.

In March, 1984, stockholders approved a $1 billion leveraged buyout by the New York banking firm of Kohlberg Kravis Roberts & Co.

The company since has reorganized as two privately held corporations, which will retain Wometco's media holdings. "The focus of the company will ultimately be in three areas—television broadcasting, soft drink bottling in the U.S., Canada and the Caribbean and cable television," says Gerry Whaley, vp-public and employe relations.

WEI Enterprises Corp. is made up of the cable tv operations, which in 1983 showed the largest annual divisional gain. Income rose 53%, while revenues showed a 25% increase. At yearend, Wometco held 47 cable systems in 163 communities in New York, North Carolina, Georgia, Alabama, Mississippi, Louisiana, and Oklahoma. In February, WEI added 3,900 subscribers to the 272,000 it claimed at yearend and six franchise communities in North Carolina.

WEI also holds the Coca-Cola bottling operations that in 1983 posted a 10% decline in earnings on a revenue gain of 7%. Heavy price discounting in the company's competitive domestic market and losses in the Newfoundland operation contributed to the drop in profits.

The second company, Wometco Broadcasting Co., consists of six stations, including vhf stations in Miami; the Greenville-Spartanburg-Asheville market of North and South Carolina; the northern Washington-Vancouver, British Columbia area, and Grand Rapids, Mich. The broadcasting company also holds two uhf stations used for the subscription tv operations in the New York area.

Spurred by a boost in the company's New York-area operation, the stv division turned a 1982 loss of $2.8 million into a $635,000 profit in 1983. Mr. Myers attributed the gain to improved credit controls and reduced advertising expense in the Philadelphia market.

The company would not disclose plans for 1984. However, a press release pre-dating the buyout said Wometco may liquidate or sell its Philadelphia stv operation. The station over which it broadcasts is not owned by the company and is reorganizing under the Federal Bankruptcy Act.

The company also plans to sell its 100 movie theaters, its vending, industrial food and electronic games operations, and possibly the Miami Seaquarium, using the money to pay off the loan, Mr. Whaley says.

Vending division revenues increased 5%, but income dropped 14%, reflecting a decline in the popularity of electronic games.

In 1982, Wometco phased out a Latin American film-distribution business, which contributed to a $3.3 million loss for the entertainment division that year. The division posted a $2 million profit in 1983.

MEDIA PROPERTIES

Broadcasting

TV: KVOS, Bellingham, Wash., WLOS, Asheville, N.C./Greenville-Spartanburg, S.C.; WSNL, Smithtown, N.Y., WTVJ, Miami/West Palm Beach, Fla.; WWHT, Newark, N.J., WZZM, Grand Rapids, Mich.

Cable/video

ALABAMA: Wometco Cable TV of Alabama, (Daleville and Dothan). GEORGIA: Alert Cable TV (Fort Benning); Wometco Cable TV of Clayton County (Jonesboro), Fayette County, Fulton County (Hapeville), Cobb County (Marietta), Conyers-Rockdale (Conyers); Wometco Cable TV of Georgia, (Douglasville, Kennesaw, Mableton, Snollville). LOUISIANA: Cable TV of Pointe Coupee (New Roads); Church Point Cable TV (Church Point); Jeff Davis Cable TV (Jennings); Lafourche Communications (Chackbay, Labadieville, Mandeville, Thibodaux); River Parish Cable TV (Vacherie); St. Landry Cable TV (Opelousas); Cable TV of Acodiana (Eunice); St. Tammany Cablevision, (Slidell). MISSISSIPPI: Picayune Cablevision (Picayune). NEW YORK: Ausable Communications (Plattsburgh). NORTH CAROLINA: Alert Cable TV of Goldsboro (Goldsboro); Alert Cable TV of North Carolina (Carrboro, Cary, Cherry Point, Elizabethtown, Fairmont, Farmville, Garner, Guilford County, Pembroke, Roeford, Red Springs, Reidsville/Stoneville, Selma, St. Pauls, Wake Forest/Wendell); Alert Cable TV of Wilson (Wilson). OKLAHOMA: Alert Cable TV of Oklahoma (Pryor). SOUTH CAROLINA: Alert Cable TV of South Carolina (Andrews, Georgetown, Lake City/Bishopville, Summerville, Johnsonville, Kingstree); Columbia Cable TV Co., (Columbia). GRAND BAHAMAS: Grand Bahama CATV, Freeport.

OTHER OPERATIONS

Citrus Tower; Coca-Cola bottling operations in southern U.S.; food vending franchises; Miami Seaquarium; mobile homes in Florida; motion picture theaters.

Ziff-Davis Publishing Co.

Revenues	1983	1982*
Media	$322,100,000	$300,000,000
Other	—	—
Total	322,100,000	300,000,000

*Restated

Ziff-Davis Publishing Co., New York, media operating arm of Ziff Corp., is the nation's 31st largest media company, with media property revenues estimated by ADVERTISING AGE at $322.1 million in 1983. Media revenues in 1982 were estimated at $300 million (restated). All media revenues are from consumer and business magazines at Ziff-Davis, a subsidiary of Ziff Corp., a privately held company.

Spurred by the interest of William Ziff Jr., president of the company, Ziff-Davis throughout the late 1970s vaulted onto unfamiliar turf and lived to regret it. In 1982, the company sold its operations in two of those new areas, tv stations and Wharton Econometric Forecasting Associates.

Over the past year, however, Ziff has rekindled activity in the area of its first love: Special interest magazines. The big news at the company in recent months has been the formation of the consumer computer and electronics magazine division, which publishes a growing list of titles that now includes *A-Plus for Apple Microcomputing, A-Plus Disc, Color Computer, Computers & Electronics, Creative Computing, Digital Review, Microsystems, PC, PC Disc, PC Junior, PC Tech Journal, PC Week* and *Stereo Review*. This division is estimated to have recorded gross ad revenues of nearly $60 million.

Industry observers applaud Ziff-Davis' quickness to see the potential in the computer magazine market, currently between $7 billion and $10 billion. It could vault as high as $30 billion, sources say.

Consequently, competition has mounted, as is evidenced by the fact that the very week Ziff-Davis introduced *PC Week*, another company—a small Newton, Mass.-based company called PC Week Inc.—published a magazine with the same title. Last summer, Z-D and PC Week Inc. reached an agreement under which they could combine forces. At that time, Z-D purchased the assets of PC Week Inc. for an undisclosed sum.

Ziff also has completed the divestiture of both *Camera Arts* and *Psychology Today*. The former, whose assets and subscription lists were sold to CBS Inc., was reportedly a victim of the "gray market"—a pipeline through which foreign distributors sell products directly to their counterparts there, undercutting the price structure.

As for *Psychology Today*—long the darling of Bill Ziff and the "hot book" of the late 1960s and 1970s—it was sold to the American Psychological Assn. In recent years, *Psychology Today* suffered significant declines in ad pages and revenues, which between 1977-82 had dropped 49% and 27.6%, respectively.

MEDIA PROPERTIES

Magazines

CONSUMER PUBLICATIONS: *Adventure Travel, A-Plus Disc, Backpacker, Boating, Boat Owner's Buyer's Guide, Car & Driver, Car & Driver's Buyer's Guide, Color Computer, Communications Handbook, Computers & Electronics, Creative Computing, Cycle, Cycle Buyer's Guide, Digital Review, Electronic Experimenter's Handbook, Flying, Flying Annual & Pilot's Buying Guide, Microsystems, Modern Bride, PC, PC Disc, PC Junior, PC Tech Journal, PC Week, Popular Photography, Photography Annual, Photography Directory & Buying Guide, Stereo Review, Stereo Directory & Buying Guide, Unique Homes, Yachting.* BUSINESS & TRADE PUBLICATIONS: *A/C Flyer, Aerospace Daily, Aviation Daily, Business & Commercial Aviation, Hotel & Travel Index, Meetings & Conventions, Official Hotel & Resort Guide, Official Meetings Facilities Guide, Photomethods, Skiing Trade News, Travel Weekly, Weekly of Business Aviation, World Aviation Directory, World Travel Directory.*

OTHER OPERATIONS

Ziff Corp. activities—Barr Rosenberg & Associates, ComputerIntelligence Corp., Data Decisions, Data Sources, Information Access Corp., Management Contents, Strategic Information, University Communications, various real estate holdings.

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$1.25 a copy; $52 a year · The International Newspaper of Marketing · Monday, July 2, 1984

Full-size value in a full-size Litton.
Want to spend less time in the kitchen, and still provide satisfying meals for the family?
Quick because it has 700 watts of microwave power
Easy? Model 1752, shown above, is especially easy:
And the Quick 'n Easy cooking performance
The new Quick 'n Easy Microwave Oven. A full-size value in a full-size Litton.
Nobody knows more about microwave cooking than Litton.
THE NEW LITTON QUICK 'N EASY™ MICROWAVE

New wave

Litton Microwave, Minneapolis, is introducing two microwave ovens, Quick 'n Easy and Little Litton, as its ad and promotion budget for 1984-85 doubled to $20 million. Ads are handled in-house.

Don't burn those logs, ad units tell tv stations

By DIANE MERMIGAS and STEVEN W. COLFORD

Three advertising organizations had a message last week to now-deregulated tv stations: Keep maintaining your logs so that advertisers can verify that their commercials have been broadcast as ordered.

The message—sent by the American Assn. of Advertising Agencies, American Advertising Federation and Assn. of National Advertisers—came in response to the Federal Communications Commission's sweeping deregulation of tv stations last week. Among the rules the FCC lifted was a requirement that tv stations keep detailed logs of programing and commercial airings.

"Advertisers will continue to need authentication of the details relating to the broadcast of their commercials, including such specific information as the time of broadcast, duration of commercial, adequate sponsor identification and competitive product separation to assure value received for their expenditures," the groups said in a statement June 29.

While this one issue provoked immediate response from the ad community, a more far-reaching result of the FCC actions may come in the deregulation of commercials.

A potpourri of commercial formats, now partly the stock of cable tv, may filter into conventional tv broadcasts. Broadcasters said they are likely to explore such new freedoms as engaging in program-length commercials—"infomercials" in the parlance of cable—because of the rulings.

Yet, at least for now, this may be the only visible change resulting from the FCC actions. A survey of

(Continued on Page 42)

Football glut called myth

By ROBERT RAISSMAN

The predicted glut of college football tv broadcasts this fall has stumbled behind the scrimmage line because of a lack of enthusiastic advertisers, the closeness of the football season and general uncertainty.

College athletic officials had hoped that a decision striking down the National Collegiate Athletic Assn.'s role as broker for college tv rights, which the U.S. Supreme Court finally rendered last week, would open the door to riches for major college teams.

But the expected pot of gold in ad dollars awaiting the fragmentation of college football appears not to exist at all. Advertisers already are saying that, in the 60 days remaining before the start of the college season, it will be impossible to sort through the myriad network, cable and syndication proposals that will be placed before them in the next few weeks.

These advertisers also say they did not hold back money for college football in anticipation of the logistical maze that may take a few years to negotiate. Colleges are not likely to see increased revenues through rights fees for a number of years, and the decision will probably be disastrous for some of the schools.

"It couldn't have happened at a worse time for the schools," said David C. Martin, exec vp, Stroh Brewery Co., Detroit. "With sports ratings down, I can't imagine that advertisers were holding back millions waiting for this thing to break."

Although the Supreme Court

(Continued on Page 43)

A-B hops on rare upfront prime-time buy

By JAMES P. FORKAN

New York—Anheuser-Busch, in a rare upfront prime-time tv buy, is pouring a reported $16 million into various nonsports network tv series in 1984-85.

The A-B buy, which the St. Louis-based brewer said has not been completed, marks a significant adjustment to its advertising and marketing strategies. For years, the brewer has paid premium rates to secure franchise positions in key network and local sports teams programing. The network upfront buy, however, is reportedly for "run of schedule" rather than specific programs.

News of the buy came as the upfront selling season, for all intents and purposes, was ending, according to a couple of industry sources. Several network executives expected the upfront prime-time volume among the three networks to be between $2.2 billion and $2.3 billion (AA, June 25). Last year, the networks combined sold $1.85 billion in non-Olympic upfront sales.

Price increases this season reportedly averaged about 8% over 1983-84, indicating that to reach the $2.2 billion mark the networks made more time available upfront than last year.

The A-B expenditure was a highlight of the season's activity.

Tony Ponturo, director of media services at A-B, said, "We won't deny it [the buy], but nothing has been signed, sealed or delivered." He declined to comment on the reported figure of $16 million being diverted to prime time.

Network sales executives, without attesting to the $16 million figure, confirmed the beer marketer made the rare upfront commitment.

"A-B had always bought positions," one source noted. "This time they bought tonnage."

A network executive added, "They [A-B] haven't done it in quite a while, but this is

(Continued on Page 43)

Beer in the news:
Big week for brewers. Page 2
Ties to sports weaken. Page 43

Stock buy stalls DDB rumors

By STEWART ALTER

New York—Doyle Dane Bernbach International slowed speculation about an imminent takeover last week by purchasing the 15% block of stock in the agency owned by the family of the late William Bernbach and its various trusts.

Also, John L. Bernbach, president of DDB's international division, was elected to the executive committee and to the board, replacing his brother, Paul, who has resigned. Paul Bernbach, reported to be concerned about the fate of the family's estate in light of DDB's weak financial performance and volatility of the stock in recent years, is said to have been the chief force pushing for a sale of the agency.

The stock sale consolidates company power in the hands of current management. In a statement, Paul Bernbach said, "The large amount of stock held by the family gave rise to far too much concern and speculation about 'family domination' and about 'outside offers' in recent months." In that same statement, agency president-chief executive officer Barry Loughrane commented, "This should, once and for all, put the lid on rumors that we are for sale or not in control of our own destiny."

The purchase of the 914,910 shares was for $22.35 per share, or about

(Continued on Page 38)

Esmark's ex-boss
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NEWSPAPER

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last minute news

Texize to go national with liquid bleach

Greenville, S.C.—Texize division of Morton-Thiokol plans to introduce nationally its Vivid color-safe, all-fabric liquid bleach by the end of the summer. The latest entry into the $230 million all-fabric bleach category has been in test markets in the Northeast for a year. The product earlier had been pulled from test. A $20 million network tv and print campaign will support, created by Henderson Advertising, which also handles Texize's Spray'n Starch and Spray'n Wash laundry products. Ad copy for Vivid reads "You know you sort your laundry. Now you can sort your bleach, with regular bleach for whites and new Vivid for colors."

Rydelle moves $7 million laxative account

Chicago—Advertising for Fiberall, a sugar-free powdered laxative marketed by Rydelle Laboratories, has been assigned to Laurence, Charles & Free, New York. Foote, Cone & Belding here lost the account in the abrupt switch. Rydelle, a subsidiary of S.C. Johnson & Son, Racine, Wis.,

(Continued on Page 8)

What's on tap? U.S. decisions and Miller time

By SCOTT HUME

This week could prove significant for the troubled beer industry for more reasons than the July 4 holiday's sales peak.

Several events on tap epitomize both the internal competitive pressures and the external social pressures that have stalled breweries' growth and left them in a quandary over how best to deal with those pressures.

One of those events, of course, is Miller Brewing Co.'s expected announcement of which of three agencies will get the lucrative—$50 million—but difficult task of rescuing its faltering Miller High Life brand.

The finalists are incumbent Backer & Spielvogel, Leo Burnett USA and Chiat/Day.

Industry sources last week were casting Burnett as the favorite to land all, or at least part, of the Miller account, citing the number of assignments it already has from Miller parent Philip Morris Inc. (corporate advertising, Marlboro and several other cigaret brands, 7UP international assignments and domestic new-product work).

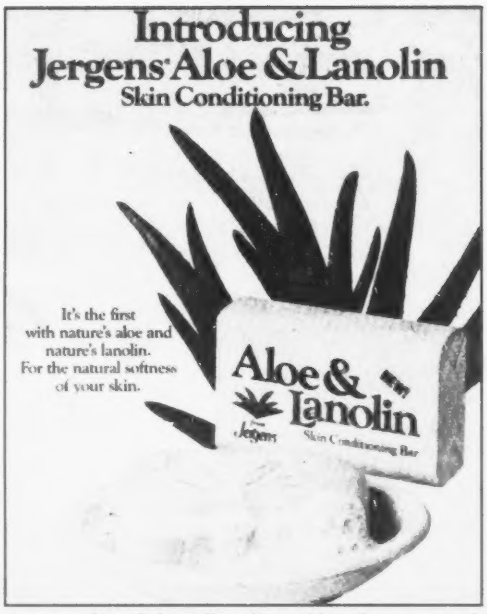
Brewers this week also will be facing what John Collopy, an analyst with Robert Baird & Co., Milwaukee, calls "the two imponderables": President Reagan's expected signature on a bill effectively setting 21 as the national drinking age and the process of sorting out the ramifications of the Supreme Court's ruling that broke the lock the National Collegiate Athletic Assn. had on football broadcasts rights.

Both promise to further complicate the business of beer marketing, which has been in upheaval for the past year.

Consider:

- Major brewers' blind rush to introduce brands into the still-unproven low-alcohol market.
- Faltering sales in the superpremium category, fueled partly by the sales growth of imported beers. This trend has led Miller to withdraw its Special Reserve brand from test and reportedly has led Anheuser-Busch to review advertising for its Michelob and Michelob Light brands.
- Tougher competition in the previously quiet low-price segment, brought on by new brands, including Miller's Milwaukee's Best.
- A push by the "second-tier" brewers—Coors, Hei-

(Continued on Page 43)



Jergens Aloe & Lanolin ads position the new product as a creamy, moisturizing bar soap. Cunningham & Walsh, New York, is the agency.

Jergens bubbly over new soap

By LAURIE FREEMAN
and JANET NEIMAN

Andrew Jergens Co., Cincinnati, using a heavy print and tv campaign, is introducing nationally its Jergens Aloe & Lanolin skin-conditioning bar.

The skin-conditioning bar, containing "the natural ingredients of aloe and lanolin," is available in both a 3.5-oz. regular bar and a 4.75-oz. bath size.

Aloe & Lanolin will be positioned differently from the company's Gentle Touch face and body bar.

Gentle Touch contains baby oil and is being promoted as a solid, good-for-the-whole-family soap. According to Jergens, the Aloe & Lanolin bar meets consumers' needs "for a mild, moisturizing soap that will

(Continued on Page 38)

Canada turning up orange for Coca-Cola test

By NANCY GIGES

ATLANTA—Coca-Cola USA plans to use Canada as a test market for the future U.S. introduction of Minute Maid orange soda.

The company plans to introduce the orange soft drink with 2.5% juice content in 36% of Canada in August.

The U.S. introduction, not expected this year, would further Coca-Cola's direct competition with Procter & Gamble, which markets Orange Crush soda as well as Citrus Hill brand orange juice. The Minute Maid item parallels Sunkist's brand extension from juices to soft drinks.

Sergio Zyman, senior vp-marketing, indicated the orange-flavor segment could approach the lemon-lime business in size, and he described the Canadian situation as a "working lab."

Although he said the product was not just another orange drink nor would it be advertised in the traditional manner, he conceded it would compete directly with Sunkist and Orange Crush.

It will be supported by the ad theme "The minute you taste it, you'll know. . .it's Minute Maid." Agency is Marschalk Co., New York, which handles Minute Maid juices.

This new product was among information presented to Coca-Cola bottlers at its first systemwide gathering in five years.

Amid pyrotechnics, lasers and special sound effects, the bottlers heard Brian Dyson, president of Coca-Cola USA, proclaim that the company had not only achieved its objective of pulling away from rival Pepsi-Cola in food-store sales but, in fact, may be over four share points ahead of Pepsi by the end of the decade.

Currently, Coca-Cola brands are two share points ahead of Pepsi's, according to A.C. Nielsen Co. figures, he said.

In presenting new marketing and advertising plans to 3,500 bottlers and company officials (AA, June 28), Messrs. Dyson and Zyman discussed other new products and techniques as well as highlighting the progress made over the last five years.

Media spending this year for soft drinks is expected to approach $150 million with at least an equal amount in promotions.

Mr. Dyson said the company would probably test Fresca with some juice content in a few markets in this country this summer. Pepsi has just introduced Slice soft drink with juice into several U.S. markets.

Coca-Cola is also investigating introduction of soft drinks in aseptic containers and is negotiating with the National Aeronautics & Space Administration to develop technology that would put soft-drink dispensing units on space shuttles and stations.

In what Coca-Cola believes to be a first in American business, the company used data from political

(Continued on Page 38)

highlights

Monday, July 2, 1984

An American advertising "renaissance" was hailed at the 31st Cannes International Advertising Film Festival last week. After years of lamenting the dearth of creativity among American entries, critics saw U.S. agencies take seven of 24 gold awards given, including the festival's Grand Prix. *See Page 28.*

CORPORATE CLOSEUP

Products often are named after the companies that make them. However, Frederick & Herrud meat-packers are going to do the opposite—as part of the company's push into consumer brands, it will be renamed Thorn Apple Valley, after its best-known consumer product. *See Page 4.*

INTERNATIONAL

At the 14th Asian Advertising Congress, held in Seoul, Korea, June 18 to 21, there was one issue that divided the 800 persons who attended—global marketing. *See Page 24.*

Silvio Berlusconi, the man who, according to many, personally changed the face of Italian tv, is viewed as an unscrupulous opportunist by some and as a courageous entrepreneur by others. But few can argue with the remarkable success of his Canale 5 tv station. *See Page 24.*

VIDEOTECH

United Airlines has reached an agreement with ABC Video Enterprises and AT&T Information Systems to show on-board highlights from this year's Summer Olympics in Los Angeles. *See Page 27.*

COMING THURSDAY IN *Magazine*

Nestle's Helmut Maucher shares his views on acquisitions, advertising and much more with ADVERTISING AGE editor-in-chief Rance Crain.

Latin American media require advertisers to have courage, flexibility and a spirit of adventure in dealing with inflation, interfering governments and other adversities. *In special report.*

REGULAR FEATURES

ADVERTISING MARKETPLACE 33
BRADY'S BUNCH 26
CON-SID-ERATIONS 12
CORRECTIONS & CLARIFICATIONS 6
EDITORIAL 12
FOR THE RECORD 37
FORUM 16
LETTERS 18
MEDIAMOVES 20
NEW PRODUCTS 32
PHOTO REVIEW 26
PRESSTIME 8
REGIONAL NEWS 30
WORLD NEWS ROUNDUP 3
FIGURES TO FILE
TOP 15 FAST-FOOD RESTAURANT CHAINS 3

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RED TAG ABP MPA ABC ANPA

Cleese computes pitch for Compaq

By BRIAN MORAN

NEW YORK—Compaq Computer Corp., an upstart competitor in the frantic IBM-compatible market, will feature wacky British comic John Cleese in a $15 million campaign heralding the arrival of its first line of desktop computers.

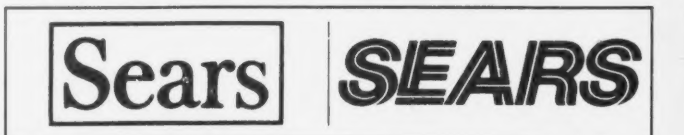
Network tv spots, in production last week in London, will break July 27 during a Summer Olympics preview on ABC. The four commercials set Mr. Cleese in a pie shop in a re-creation of Compaq's founding in a pie shop in 1982 by Texas Instruments employes.

Houston-based Compaq will join Big Blue and Apple Computer as the only computer marketers slated to advertise during the Olympics. Compaq's $20 million ad budget for 1984 is up 400% over last year; the account is handled by Ogilvy & Mather, Houston.

The commercials will have a "competitive flavor" but will not name Compaq's rivals, James D'Arezzo, a Compaq vp, said following a press conference here last week. Mr. D'Arezzo said the commercials will be "humorous in a sophisticated way" and will lampoon both IBM and Apple's images.

A print schedule supporting the commercials will kick off July 10 with a half-page spread in the *Wall Street Journal.* Inserts will run in the third quarter in *Business Week*, *Forbes* and computer trade books, Mr. D'Arezzo said.

Print and broadcast advertising will continue to carry the corporate tag line used for Compaq's successful IBM-compatible portables: "It works better."#



New Sears logo

Advertising this week introduces a new logo for Sears, Roebuck & Co., replacing the boxed logo (left) the retailer has used for more than 20 years. It said the new logo is to reflect "the contemporized personality of the recently introduced Sears 'Store of the Future.' " The changeover on packaging, etc., will take two years.

Armour-Dial flies into a lather over Minnetonka ads

By LAURIE FREEMAN

At least one publication is refusing to accept future Softsoap ads from Minnetonka after Armour-Dial officials complained the ads were "false and inaccurate."

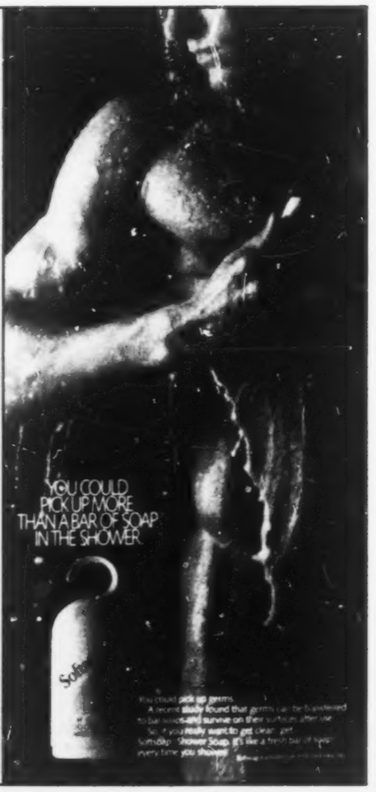
The Phoenix-based soap company is up in arms over print ads for Minnetonka's Softsoap and Derma Scrub liquid soaps that show disease-causing bacteria superimposed over a picture of a soap bar.

The ads have been running in medical trade publications since last December, but in June the ad appeared in *Golf Digest*.

"The ads are deceptive, sensational and the campaign is an example of Minnetonka's shabby ad practices," said Dave Richardson, Armour-Dial vp-research and development. "The ads are catering to the fear that bar soaps can cause illness and that's just not true."

A spokesman for the *Journal of the American Medical Assn.* said the publication tries to prescreen all ads, with any questionable ad claims checked with advertising director Ray

(Continued on Page 40)



This Minnetonka print ad has run into a challenge from Armour-Dial over the validity of Minnetonka Inc.'s claim that bar soaps transmit disease-carrying bacteria.

Plot's thick in Heublein's McCann pick

By GAY JERVEY

New York—The Interpublic Group of Cos.' desire to maintain its longstanding and lucrative connection with R.J. Reynolds Industries led to unusual twists and turns in the recent agency review for Smirnoff, the best-selling vodka marketed by RJR subsidiary Heublein Inc.

Farmington, Conn.-based Heublein last week announced that it had moved its $14 million Smirnoff account from the Marschalk Co. to McCann-Erickson, both Interpublic agencies. To many, the choice of McCann was a surprise in the drawn-out battle, actively contested for several months by, among others, SSC&B:Lintas, another Interpublic agency.

Although McCann reportedly assured Heublein that it would break with Brown-Forman Spirits' business, B-F executives were not informed until early last week, when Willard Mackey, McCann's chairman and ceo, flew to Louisville with the news.

For 13 years, McCann has handled advertising for Canadian Mist, Early Times and Southern Comfort, with combined billings of around $12 million. Daniel Schusterman, president of Louisville-based B-F Spirits, said the company will review its marketing strategy for at least the next month before talking to any agencies.

For its part, Heublein plans to break new ads for Smirnoff this fall. Sources said that Heublein

(Continued on Page 40)

world news roundup

Paris—Luxembourg Prime Minister Pierre Werner said last week there will be no French-language channel on Coronet, the new European commercial satellite broadcasting company (AA, June 18). The move is to appease the French government, which fears that American-made tv shows, dubbed in French, will steal viewers now watching French tv.

London—Financial Times will start publishing in the U.S. next year off a satellite transmission from London. Currently the paper, which has a circulation of 6,000 in the U.S., is flown in daily from Frankfurt.

Luebeck, W. Germany—Pillsbury Co. acquired two frozen cake marketers, Goldstein Biskuit AG and Jaus Frozen Food.

Sao Paulo—Unilever's Brazilian subsidiary, Gessy Lever, will launch its first low-price detergent, Gessy, this year with a tv campaign via Standard, Ogilvy & Mather.

Barcelona—Johnson's Wax Espanola picked Tiempo/BBDO to handle its $1.1 million shampoo and homecare-products account, formerly with Delvico/DFS.

Frankfurt—Richardson-Vicks launched Clearasil herb balsam skin lotion with a $2 million campaign via J. Walter Thompson Co.

Sao Paulo—Playboy Enterprises is considering licensing an Argentine edition of *Playboy*, according to Jorge Fontevecchia, head of Editorial Perfil. Playboy declined to comment.

Paris—The French Socialist government, which has been using advertising much more than previous administrations, will no longer use political advertising and marketing techniques to explain

(Continued on Page 24)

Free of Esmark, Kelly forms own company

By PAUL MERRION
Crain News Service

Former Esmark chairman Donald Kelly is starting a new company that will acquire and manage "one or two" diversified corporations with at least $1 billion in sales.

Along with former Esmark vice-chairman Roger Briggs and the backing of a small private-investor group, Mr. Kelly intends to repeat the success he had with his consumer products marketing giant, according to *Crain's Chicago Business*, a sister publication of Advertising Age. The Chicago-based company will be called Kelly, Briggs & Associates.

"Before the first of the year we'll be in a position to know where we're going," said the 62-year-old Mr. Kelly, who had been talking about retiring as recently as a year ago. "If we find something that fits our pistol. . .we'll make a move on it."

Mr. Kelly resigned last week, as consummation of the $2.8 billion takeover of Esmark by Beatrice Cos. neared completion.

Unlike with other investor-backed outfits that specialize in large, leveraged buyouts, Mr. Kelly plans to run the company or companies he acquires.

For that reason, Messrs. Kelly and Briggs will probably stick to the kind of businesses they know best—diversified consumer product companies—rather than high-tech or "smokestack" industrial companies, he added.

Within those limits, Mr. Kelly at this point sees only one company he would definitely not pursue. For ethical reasons, given his recent dealings with the company, Beatrice would not be a potential target.

That leaves a broad range of well-known U.S. companies in that size—sales of at least $1 billion—and product category, including

(Continued on Page 40)

Beatrice shuffles

Chicago—As Beatrice Cos. and Esmark merge into one of the nation's top advertisers, there are signals that the major agencies handling Esmark's food brands could be on thin ice.

Beatrice has kept its plans for the Esmark shops—Dailey & Associates; Foote, Cone & Belding, and Ketchum Advertising—close to its vest. But the company last week indicated it is reorganizing its new U.S. foods group in the likeness of Beatrice Foods and without some of Esmark's top

(Continued on Page 40)

Fast-food chains' tv spending

The rate of increase for the restaurant industry's tv advertising spending quickened in the 1984's first quarter, rising 30% over the year-earlier quarter. Tv spending in 1983 grew 24% over the previous year. For the first time, the Big 3 burger chains ranked 1-2-3, with Wendy's moving past KFC into third place. Moving into the Top 15 for the first time was Dallas-based ShowBiz Pizza Place, which doubled its tv ad spending. Note that network spending (up 45%) outpaced the increase in local tv (up 23%). *Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.*

	January-March 1983 ($ hundreds)			January-March 1984 ($ hundreds)			Per cent change
Rank/Chain	Network	Local	Total	Network	Local	Total	'83-'84
1. McDonald's	12,614.9	20,396.5	33,011.4	25,380.6	19,499.7	44,880.3	+ 36
2. Burger King	7,558.0	6,770.6	14,328.6	7,687.2	12,449.3	20,136.5	+ 41
3. Wendy's	3,751.3	4,853.0	8,604.3	6,707.5	8,712.7	15,420.2	+ 79
4. Kentucky Fried Chicken	5,636.1	3,862.9	9,499.0	7,027.8	4,231.4	11,259.2	+ 19
5. Pizza Hut	5,573.9	2,715.9	8,289.8	4,919.6	6,144.9	11,064.5	+ 33
6. Taco Bell	—	3,904.1	3,904.1	—	5,130.4	5,130.4	+ 31
7. Red Lobster Inns	—	5,735.4	5,735.4	2,216.9	2,780.1	5,042.0	− 12
8. Long John Silver's	—	4,480.5	4,480.5	—	4,858.2	4,858.2	+ 8
9. Hardee's	—	2,892.4	2,892.4	—	4,071.8	4,071.8	+ 41
10. Denny's	4,008.1	671.8	4,679.9	2,927.0	665.0	3,592.0	− 23
11. Jack in the Box	—	3,050.0	3,050.0	—	2,805.4	2,805.4	− 8
12. Arby's	—	1,286.4	1,286.4	372.9	2,147.9	2,552.6	+ 96
13. Sizzler	—	1,942.1	1,942.1	—	2,412.3	2,412.3	+ 24
14. Dairy Queen	—	2,077.8	2,077.8	—	2,175.2	2,175.2	+ 5
15. Showbiz Pizza Place	—	1,054.0	1,054.0	—	2,146.6	2,146.6	+104
Total	40,031.1	92,163.3	132,194.4	58,039.9	113,431.7	171,471.6	+ 30

Big fast-food chains gluttons on spending

By SCOTT HUME

This year's first quarter proved to be a good one for the nation's major fast-food chains and a bonanza for the agencies that handle those chains.

For many chains—especially the Big 3 burger chains—tv ad spending is rising at two or three times the rate of sales growth.

McDonald's, as always, spent the most of any chain on tv advertising: $44.9 million.

But its 36% increase in over-all (network and local) tv spending compared with last year's first quarter was smaller than that for Burger King ($20.1 million, a 41% increase) or Wendy's ($15.4 million, a 79% increase).

Eating-and-drinking-place sales for the first three months of 1984 totaled $28.6 billion, a 10% increase over 1983's first quarter. But tv advertising spending by the nation's top 15 chains during that period, according to figures from the Television Bureau of Advertising released last week, totaled $171.5 million, up 30% from the year-earlier quarter.

During McDonald's first quarter, systemwide sales were up 18% over the year-earlier period, rising to $2.2 billion. But its tv ad spending increased at twice the sales-gain rate.

Increased network tv spending accounted for all of the gain. McDonald's network tv spending during the quarter—and the network billings handled by national agency Leo Burnett USA, Chicago—was $25.4 million, more than

(Continued on Page 37)

Leaf turns over new frozen snacks

Chicago—Leaf Confectionery unit of Huhtamaki Group's Leaf Inc. is introducing into five states Ice 'n Creamy, a two-item line of shelf-stable "freezer snack bars" that become an ice cream-like confection when frozen.

The product, which uses a patented process, is shipped and shelved as a liquid, packaged in plastic tubes, but it can be frozen in about two hours. It is eaten from the tube in frozen form by pushing up from the bottom of the tube.

Ice 'n Creamy also can be used in its liquid state as a dessert topping or drink flavoring. Leaf, though, considers the latter uses secondary.

The Ice 'n Creamy line, in strawberry parfait, banana creme, orange sherbet and butterscotch sundae, is testing here and in downstate Illinois, Indiana, Iowa, Michigan and Wisconsin, and is being sold in various retail outlets, including grocery and mass merchandisers. Each package contains 16 bars, although Leaf's introductory program will include four-bar sample packs.

Ice 'n Creamy marks the company's second move into the frozen-novelties category, which Leaf estimates at $1 billion to $1.5 billion. Leaf also markets Mr. Freeze pops flavored ice bars. Like the new line, Mr. Freeze is marketed in shelf-stable tubes that are frozen before eating.

Ice 'n Creamy will compete most directly with frozen pudding bars, according to Robert Anderson, vp-marketing at Leaf. Top sellers in that area include General Mills' Jell-O Pudding Pops and Beatrice Cos.' Swiss Miss pudding bars.

Initially, Leaf is making available to the stores special displays patterned on the product theme of an old-fashioned ice cream parlor. But the company also is hoping to obtain permanent shelf space in the confection aisle, where Leaf has its greatest strength, or near the ice cream freezers.

Ads, via PGM will include freestanding newspaper inserts with 50¢ coupons beginning in July, and best-food-day newspaper ads once a month during the first three months. The ad theme is "Surprisingly like ice cream. . .Amazingly not ice cream."#

New products

(Continued from Page 32)

next year. The product is a dry pasta, which reconstitutes in water and can be cooked in minutes. The company plans to market the product primarily to the food-service industry but has plans for the consumer market, too. An $8 million ad campaign will support. Clark-White & Associates. 6/25, P. 36.

PepsiCo—Frito-Lay expanding its GrandMa's Rich'n Chewy cookies into six undisclosed new markets. The cookies already have reached about 30% of the country. Couponing. 6/18, P. 2.

Procter & Gamble—Introducing its Duncan Hines chocolate-chip cookie line into most of New England and parts of New York state, including New York City, along with parts of Louisiana and Texas. Grey Advertising. 6/18, P. 2.

Quaker Oats Co.—Introducing nationally its first puppy food, Puppy Kibbles 'n Bits. Couponing, direct mail, newspapers, tv. J. Walter Thompson USA. 6/18, P. 8. Introducing nationally in September Mr. T presweetened cereal—a frosted corn and oat-based product. The product name is licensed from Taft Merchandising. Tv. AdCom. 6/25, P. 116. Introducing nationally Ken-L Ration Snausages, premium sausage-style dog snacks in beef and liver flavors. Tv. JWT. 6/28, P. 85.

Ralston Purina Co.—Entering national markets with Gremlins ready-to-eat presweetened cereal, set to be on store shelves by midsummer. Using the name licensed from Warner Communications' summer film, the vitamin-fortified, multigrain cereal is shaped like Gizmo, the movie's hero. Couponing, newspapers, premiums, tv. Don Tennant Co. 6/18, P. 8. Introducing a three-item line of S'mores chewy granola bars in a "substantial portion" of the country. Flavors include caramel nut, chocolate chip and chocolate chip with peanut butter. They contain graham, granola and marshmallows. An estimated $19 million-to-$24 million multimedia campaign will support. MCA. 6/25, P. 8.

Schering-Plough—Plough testing la Solarie suntanning creams, gels and oils in Louisiana, New England, Southern California and Texas. Bloom. 6/18, P. 93.

Sterling Drug—D-Con division introducing d-Con Exact, a roach and ant killer that comes in a felt-tip "pen" dispenser, in the Sunbelt. Couponing, print, tv. Warwick Advertising. 6/11, P. 8.

Unilever U.S.—Thomas J. Lipton Inc. introducing Cala-bay wine coolers (in bottles and cans) in Southern California. Cala-bay will come in several flavors including rosé and white. Spending in the Los Angeles market is estimated at $1 million. Foote, Cone & Belding. 6/25, P. 116.

U.S. Tobacco—Rolling national with Borkum Riff Ultra Light pipe tobacco, Borkum Riff's first low-nicotine entry. The product is made in Sweden. Magazines. Warwick. 6/4, P. 8.

Victor F. Weaver Inc.—Rolling with Crispy Light, its first frozen fried chicken product aimed at the calorie-conscious market, into undisclosed midwestern states. Tv. Marschalk Co. 6/4, P. 8.

Wienerschnitzel International—Introducing into Southern California supermarkets the hot dogs it sells at its restaurants. They are sold in 1-lb. packages bearing the company's logo. Suggested retail price is $1.69 per unit. Magazines, tv. Marsteller. 6/18, P. 3.#

Introductions down from '83

Naples, N.Y.—New-product introductions, which were up 3.7% in the first quarter of the year versus a year ago, appear to be leveling off in 1984's second quarter, Marketing Intelligence Services reports in its new-product publication, "Product Alert."

Retail drug-outlet products are up 15.3% from last year. To date, 346 new products in this category have been reported for the January-through-June period, compared with 300 for the comparable 1983 period.

Food products are down slightly to 1,518 compared with 1,649 in the comparable 1983 period, and beverages, including beer, wine, spirits, soft drinks and fruit juices, are up to 283 versus 276 a year ago.

Cosmetics and toiletries are running below last year's total of 336, with 293 brought out to date.

The biggest drop is in the household products category. Household product introductions to date in 1984 are 176, down from 254 in the first five months of 1983. Pet products, food and nonfood, are the same as last year at 66 products introduced for the six-month period. Miscellaneous products, including automotive, gardening and pesticide categories, are up for the period to 169 versus 125 a year ago.

"We seem to be seeing less innovation and more line extension, particularly in food products," said Robert McNath, publisher of "Product Alert." "I suspect that many companies feel it is safer and it is certainly less expensive to make line extensions than to gamble on totally new products."

Marketing Intelligence Services has a staff of 19 here and 250 people across the country who report new-product introductions weekly.#

Fast-food glutton on spending

(Continued from Page 3)

double the $12.6 million spent on the networks during the first three months of 1983.

That first-quarter network budget also is 30% greater than the $19.4 million spent during last year's fourth quarter, in which the year's heaviest tv spending period occurred.

McDonald's spent $19 million on local tv in the first quarter, 4% less than it spent during the year-earlier quarter and 36% less than in 1983's fourth quarter.

Last fall, McDonald's owner/-operators voted to increase to 2% from 1.25% of sales their contribution to the Operators National Advertising Fund (which funds network advertising).

That increased commitment, coupled with rising sales, threatens to confirm the fear voiced last year by one competitor that McDonald's expanded network presence could "drown out" all competing messages aired (AA, Oct. 3).

How much is the McDonald's account worth to Burnett? While it's unlikely network tv billings for the whole year will double the $81 million spent in 1983, industry sources estimate network tv spending for the year could top $125 million.

Heavy third-quarter tv advertising spending to back the new "It's a good time for the great taste of McDonald's" theme before and during the Summer Olympics should help McDonald's reach that projection.

Wendy's agency, Dancer Fitzgerald Sample, New York, also is seeing billings blossom.

Network spending in the first quarter was $6.7 million, 79% higher than a year earlier. Local tv spending also increased 79%, to $8.7 million.

Network spending should continue to grow. Wendy's operators last fall also boosted their contribution to national advertising, increasing it from 1% of sales to 1.5%. Meanwhile, sales are growing at a record rate. First-quarter systemwide sales were $535.9 million, a 32% increase over year-earlier sales.

Network spending for the year could top $30 million, compared to $18.7 million in 1983.

The debut later this year of WTB III (the third "Where's the beef?" campaign) should contribute substantially to that total.

Burger King's advertising strategy continues to be the opposite of McDonald's. BK's first-quarter network spending was only 2% greater than in the year-earlier quarter ($7.7 million vs. $7.6 million), while local tv ad spending rose 84% ($12.4 million vs. $6.8 million).

While Burger King gets its breakfast program sorted out (regional menu variations still preclude network advertising support) and strengthens its operator co-op system, local tv advertising should continue to predominate (network ad spending for all of 1983 was only 1% greater than during 1982).

But the recent full-scale ($40 million in total support) revival of its "broiling vs. frying" campaign should benefit its national agency, J. Walter Thompson USA, New York.#

for the record

MAGAZINE ADVERTISING pages and revenues set records for May and year to date, Publishers Information Bureau reports. Pages were up 6.7%, to 13,836, for the month and 8.4%, to 60,838, for the year to date over the same periods last year. Revenues rose 11.4%, to $419.5 million, for the month and 16.3%, to $1.8 billion, for the year to date. May marked the 17th consecutive month of gains for both pages and revenues.

SHERWIN-WILLIAMS CO., Cleveland, has named Griswold Inc. to handle its consumer division paint products. The $5 million-to-$8 million account moves from W.B. Doner & Co., Baltimore. It includes paints marketed under the Baltimore, Dutch Boy, Kem-Tone and Martin-Senour labels. Wyse Advertising still handles the company's stores division.

LILLER NEAL, Atlanta, has resigned the Jim Dandy Co. dog food account. Dandy, which has been working with Promotional Merchandising on a project basis, says that it has not used Liller Neal as agency of record for more than a year. Dandy's brands, including Jim Dandy Chunx and Jim Dandy Dog Ration, are distributed in the Southeast. Dandy's ad budget is undisclosed.

KIRIN USA, Los Angeles, a subsidiary of Kirin Breweries, Tokyo, is introducing a new premium draft beer into California, the District of Columbia, Massachusetts, New Jersey, New York and parts of Connecticut. Additional markets in the Midwest and Southwest are due later this year. The product is packaged in a reusable minikeg container, similar to that introduced by Suntory Ltd. last year (AA, May 23, '83). No ad plans yet. Dentsu/Y&R, Los Angeles, is Kirin's agency.

"A TURNING POINT" for ABC came in 1959, says ABC-TV Network president James Duffy. The turning point was ABC's success in convincing major film studios "to work in television," he said at the Stanford Graduate School of Business, adding that the result was such hit series as "Maverick" and "Wyatt Earp," among the "more than 30 western series" on tv 25 years ago. Today, however, tv is leaning more to special-event programing and "serious issues," he said. ABC's annual revenues in 1959 were less than $300 million, or "barely 10% of the $3 billion-plus they'll total this year." Mr. Duffy said in his first speech since snaring the added post of senior vp, ABC Broadcast Group.

TV AD SPENDING rose 16.9% to $3.5 billion in the first quarter of 1984, says Television Bureau of Advertising and Broadcast Advertisers Reports, New York. Network spending alone was up 19.3% to $1.9 billion. Procter & Gamble led the network and spot lists. AT&T posted the biggest percentage gain within the network top-10 list (up 91% to $59 million). A.H. Robins Inc., up 131% to $12.1 million, was the biggest gainer in the spot tv top 10. McDonald's, at $19.5 million, led the local top 10, where Wendy's International and Southland Corp. showed the largest jumps (up 81% to $8.8 million and 175% to $4.8 million, respectively).

NORTH ATLANTIC TREATY ORGANIZATION has launched a campaign to stir public support. Created on a volunteer basis by J. Walter Thompson USA, New York, tv spots in the public service campaign note: "For the past 35 years, there has been one organization that has not taken our peace or our freedom for granted. NATO has succeeded in helping to prevent Europe from going up in flames." The campaign also features print ads.

CHESEBROUGH-POND'S, Greenwich, Conn., has appealed a court's refusal to grant a preliminary injunction against comparative ad claims for Wondra skin lotion, marketed by Procter & Gamble, Cincinnati. P&G's ads compare Wondra with Chesebrough's Vaseline Intensive Care lotion. In the opinion (AA, June 14), a federal district court judge here denied both Chesebrough and P&G's requests to halt the other's advertising, noting that it was not within his province to evaluate the different standards used in conducting the tests to support the claims.

FEDERAL TRADE COMMISSION has ruled that Robinson-Patman Act provisions against discriminatory advertising allowances do not apply to millions of dollars in promotion funds that General Motors gives large car-rental and leasing companies. FTC said that the act does not apply because the large car-rental companies are not reselling the vehicles in competition with smaller companies that get no allowances. Ford Motor Co. also benefits from the decision. In a companion case settled earlier, Ford agreed to halt discriminatory ad allowances to its rental fleet customers with the stipulation that its FTC order would be voided if the GM case were dismissed. In other business, FTC has squashed a marketer's ad claims that its Pest Sentry uses ultrasound to eliminate insects and rodents. Under the consent agreement, Sentronic Controls Corp., Chicago, and two related companies agreed to make no future performance claims unless they have "competent and reliable evidence" to back them up.

U.S. SUPREME COURT, by a 5-to-4 vote, has ruled that First Amendment free-speech guarantees were violated by a Maryland law aimed at fund-raisers. The law prevented fund-raisers from spending more than 25% of their gross revenues for advertising and other administrative costs. In striking down the law, the justices said that the ceiling on ad spending was not an appropriate way to achieve the state's purpose—to protect the public from fraudulent fund-raisers.

ACCOUNT ACTIVITY: **Wicks'N'Sticks**, Houston, to **Rives Smith Baldwin Carlberg/Y&R** for a $1 million-plus national consumer ad campaign. The chain, consisting of 250 franchised candle stores in 40 states, expects to break the campaign in 1985 when it plans to have more than 300 stores. Previous advertising has been handled on a project basis. . .**Wendy's International**, Dublin, O., to **Cuneo Silton Turner**, Boston, for its New England regional account, from Sonder Levitt, Philadelphia. Budget not disclosed.

WORTH NOTING: **United States Satellite Broadcasting Co.**, Minneapolis, has contracted with RCA Astro-Electronics to design and build two satellites. The two "birds" will cost a total of $160 million. Hubbard Broadcasting owns USSB, a direct broadcast satellite operation. . .**Angostura International**, Rahway, N.J., is introducing two low-sodium products, Angostura worcestershire and Angostura soy, first in Florida and nationally by yearend. Newspaper and radio advertising by Hicks & Greist backs the debut. . .**American Airlines**, New York, will introduce nonstop service between Dallas-Fort Worth and Frankfurt and Paris on April 11, 1985, and the island of Maui in Hawaii on Dec. 15, 1984. American expects Dallas-Fort Worth to become the key Southwest hub in the U.S. for international travel, said a spokesman for the airline.